

Exploring the Antecedents Affecting Attitude, Satisfaction, and Loyalty towards Korean Cosmetic Brands

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Received: May 15, 2015. Revised: June 12, 2015. Accepted: June 14, 2015

Abstract

Purpose – This study's purpose is to examine the effects of the country-of-origin antecedents on overall attitudes and the impact of overall attitudes on satisfaction and loyalty.

Research design, data, and methodology – This study provides useful insights into international female purchasing behavior in the cosmetic industry in South Korea. This study explores the elements of country-of-origin antecedents, (cultural interest, perception of brand image, perception of fashion, perception of product quality, perception of price, and perception of advertising), on overall attitudes as well as the effect of overall attitudes on satisfaction and loyalty.

Results – The results show that the effects of such antecedents are significant. Additionally, the effect of overall attitudes on satisfaction and of satisfaction on loyalty were significant.

Conclusions – The findings of this study provide some important practical implications. First, with customer brand awareness growing along with products standards, considering the concepts points of parities and points of differences, the Korean cosmetic industry should try to establish brand associations with natural organic ingredients in its cosmetic items, distinguishing them from the majority of non-Korean brands.

Keywords: Attitude, Satisfaction, Loyalty, Country-of-Origin (COO), Brand Image.

JEL Classifications: M10, J31, D37.

1. Introduction

To date based on the interest of academic researchers and

practitioners in marketing, there have been many studies investigating the underlying antecedents affecting attitude of customers toward global brands from developed countries (Guo, 2013). Previous studies found comprehensive definitions for the term "attitude" from psychological and customer behavior point of view. According to prior studies (Eagly and Chaiken, 1993; cited in Prayag, Hosany, Nunkoo and Alders, 2013) attitude is defined as a psychological tendency expressed by evaluating a particular object with some degree of favor or disfavor. In fact, relative attitude consists of cognitive, affective and conative elements (Nesset and Helgesen, 2014). This claim is consistent with previous researches (Triandis, Adamopoulos, and Brinberg, 1984; cited in Hannon, 2013) defining attitude as an idea (cognitive component) charged with emotion (affective component) which predisposes a class of actions (behavioral component) to a particular class of social situations. Attitudes are regarded as mood, thought processes, behavioral tendencies, and evaluation (Hernandez, Keys, and Balcazar, 2000; cited in Hannon, 2013).

Moreover, previous studies (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975; cited in Prayag, Hosany, Nunkoo and Alders, 2013) postulated "the theory of reasoned action" which posited that humans have been regarded as logical individuals who have the ability to process the information in order to come up with a reasonable behavioral decision (Ajzen and Fishbein, 1980; cited in Prayag, Hosany, Nunkoo and Alders, 2013). Therefore, customers' attitudes are complex and difficult to be comprehended fully. According to Garcia and Caro (2008), market research has constantly taken into account customers' attitude towards brands and products since these subjective evaluations are reliable indicators of the performance of companies as well as a determinant of future repurchasing behavior of customers.

Brand beliefs are mostly regarded as being cognitive and that the attitudes toward the brands are the main reasons for future behavioral intentions and behavior (Ajzen, 2008; cited in Waiguny, Nelson, and Terlutter, 2010). Based on prior studies (Fazio and Petty, 2007; Priester, Nayakankuppam, Fleming, and Godek, 2004; cited in Park, MacInnis, Priester, Eisingerich, and Iacobucci, 2010) the strength of brand attitude can anticipate customers' behaviors and behaviors of interest to firms, including

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brand consideration, purchase intention, purchase behavior, and brand choice.

Purchase intention refers to the willingness of consumers to buy a product after going through the pre-purchase phase. In the pre-purchase phase, consumers evaluate their budget, their preferences of short-term benefits (for non-durable goods) or long-term benefits (for durable goods) gained from purchasing the product. After weighing the pros and cons of buying the product, if the purchase intention is positive, it leads to the actual action of purchasing the product. Stimulating the positive purchase intention for the customers is the ultimate goal of each firm and company. Apparently, if this stimuli turns out to be negative, it will not lead to the actual action of purchasing the product and customers at this stage might stop considering buying the products and alternatively switch brands. However, in the case of a positive purchase intention in the post-purchase phase, the actual customers can be either satisfied or dissatisfied with their choice. Satisfaction is created when the expectations before purchasing are fully fulfilled or at least the difference of expectation fulfillment before and after the purchase is not noticeable. Based on previous studies (Tse and Wilton, 1988; Yi, 1990), customer satisfaction is defined as the gap between what consumers expect before the consumption experience and what their evaluation is after the actual consumption. Persistent satisfied customers will show loyalty by repurchasing the product over and over again. Retaining these cohort loyal customers is significantly critical for the profitability of companies. Therefore, it requires a strategic plan to maintain these invaluable customers as much as satisfied and loyal.

The Korean cosmetic industry has experienced prompt expansion since the past few decades because of two major reasons: high demand and increased purchasing power of Korean and international customers. The reason for this popularity of cosmetics is due to constant exposure to advertisement and information of cosmetic brands in Korea as well as increasing fashion awareness among young generations leading to improved awareness of these people taking care of their appearance (Tejal, Nishad, Amisha, Umesh, Desai, and Bansal, 2013). According to Korea Cosmetic Industry Association (KCIA), Korean cosmetic industry has spent the last decade increasingly investing in research and development which has landed their products in prestigious international markets through offering high quality diverse cosmetic products. These high quality made-in Korea cosmetic brands have resulted in a positive brand image worldwide and a more flourished economy for Korea. Based on a recent report, "Korean cosmetic brands are rapidly growing in the global market, along with interest in Korean culture, because of innovative products, beauty trends, quality and reasonable prices, catching the attention of customers both inside Korea and overseas (THE KOREA TIMES, 2014).

Having achieved a national positive brand image especially since the past decade, the rate of international tourists to Korea has increased dramatically. According to statistics (Foreign tourists, 2010; cited in Yu, Kim and Kim, 2012) in 2010, the number of foreign visitors to Korea was around 8.8 million people (a

12.5% increase since 2009). Furthermore, in addition to soaring number of tourists, South Korea has become a prominent East Asian OECD country with a sizeable international student population, at the graduate and undergraduate levels, rapidly flooding into the country from all over the world. Thus, with this huge population of newly emerging customers, the Korean marketers have a unique opportunity to target these yet untapped international customers by better understanding their needs and purchasing intention. These international customers have their own perceptions of beauty and trends which differ dramatically from nation to nation. According to Beak, Kim, Tokunaga and Bindiger (1989), the concept of beauty differs in each country depending on the cultural background. Therefore, the fast-paced globalization in South Korea suggests a closer look at purchase intention of these international customers.

Furthermore, the impact of Korean wave namely known as "hallyu" in Korean language, as well as the popularity of Korean soap operas and pop music, abbreviated as K-drama and K-pop through media have contributed to the popularity of Korean made goods and products among international customers in South Korea (Rahmiati, 2012). The "Korean wave" refers to the cultural aspects by which people in Japan, Taiwan, Hong Kong, Vietnam, and other countries in Asia and other parts of the world, through Korean music, dramas, films and games, yearn for, follow, and are willing to adopt Korean popular culture (Jung, 2006; cited in Yu, Kim, and Kim, 2012). Also, more and more East Asian countries such as China and Vietnam are importing Korean beauty and skin care goods and cosmetic products into their countries (Cho, 2005). Therefore, the Korean culture and goods are being spread throughout the world and an increasing number of consumers are being blown by Korean wave. This has resulted in a booming economy in Korea contributing to an increasing trend of GDP per capita starting from nearly 3 million Korean Won in 1980 to approximately 25 million Korean Won in 2013. Likewise, the rate of Korean exports of goods and services have soared rapidly during the same time from almost 0 billion dollars in 1980 to 700 billion dollars in 2013.

Last but not least, in today's South Korean marketplaces, international customers are surrounded by new commercials, articles, unprecedented advertisements and billboards. A wide array of made-in Korea brands has impressed these customers with effective messages and an overabundance of information. The availability of many Korean cosmetic shops, stores, retail outlets, multi-component products and goods have contributed to the sphere of international customer's awareness. Unlike the past three decades, approximately during late 80s, when Korean brands and products were regarded as rather low quality and inferior to other East Asian goods, today these Made-in Korea products and brands have captured widespread popularity worldwide particularly among international visitors, students or migrants to Korea. Despite the past thirty years, the effect of Korea brand image has been quite positive and favorable overseas partly due to the popularity of Korean soap operas and Korean Wave and partly because of high quality of Korean made goods. However, despite the aforementioned popularity of

Korean cosmetic brands, to date, it seems that not many studies have been explicitly addressed this market and almost no research has been carried out to investigate international female customer attitudes toward Korean cosmetic brands. Also, in spite of the growing feminine purchasing power, there has been little research on feminine oriented business (Huang and Tai, 2003). Therefore, the specific purpose of the current study is to investigate the effects of made-in Korea cosmetic brands on satisfaction, purchase intention and loyalty of female international customers in South Korea. According to Agrawal and Kamakura (1999), the presence of other factors such as actual physical aspect of the product, brand image, price, warranty, budget constraint, need urgency, advertisement, fashion trend, etc. can significantly affect the overall attitude of customers. Thus, in this study, other related multiple information cues such as the perception of country-of-origin (COO), cultural interest, brand image, product quality, price, fashion, and advertisement affecting the overall attitude, satisfaction and loyalty of customers have been explained and investigated in detail.

2. Literature review

2.1. Reviews of Perception of Country of Origin

It is interesting to know that according to past studies (Bilkey and Nes, 1982; cited in Han, 1989) the "Country of Origin" (COO) concept is defined as the general perceptions that consumers have in mind regarding the general quality of products which have been made in a certain country. Nagashima (1970) defined "made in" concept as the picture, the reputation and the stereotypical images that business people and consumers associate with the products of a given country. COO is of utmost importance particularly in industrialized and developed countries where the rate of import and export is relatively high and many of which are from lower-cost newly industrialized countries (Wall, Liefeld, Heslop, 1991). Furthermore, since the COO has become a significant issue in international marketing strategy and consumer behavior, the arena of its impact has been extended to both psychology and industry. In fact, COO can both have an impact on industrial purchasing decisions and customer purchasing decisions (Bilkey and Nes, 1982). Han (1989) claims that this phenomenon is known as the "halo" effect which overshadows the beliefs about the quality of the products and the purchase intention.

According to Dinnie (2003) due to freer trade barriers among countries and enhanced economic globalization as well as the importance of increasing foreign products being exchanged across borders, the significance of country of origin is constantly increasing. Compared with brand image, previous researches (Han and Terpstra, 1988; Wall, Liefeld and Heslop, 1991; cited in Lee and Ganesh, 1999) explored that the effect of country of origin (COO) is more than brand image. In reality, if the COO information is present in isolation, customers may find it more difficult to infer and judge the quality of the products (Nowlis

and Simonson, 1997; cited in Chu, Chang, Chen and Wang, 2010). In a study by Harris, Garner-Earl, Sprick and Carroll (1994), it was suggested that brand origin associations play a crucial role in the formation of brand attitudes. Moreover, according to Thakor and Lavack (2003), perceived origin associations can be regarded as a powerful source of brand attraction, as marketers have shown through focusing advertisements on origin associations in many product categories and that brand origin is a vital aspect of brand image.

Furthermore, past studies (Yaprak, 1978; cited in Dinnie, 2003) regarded COO as an influential factor in determining the purchase intention of customers. Numerous marketing researchers and practitioners have shed light on the impact of the COO of brands on customers' behavior and purchasing decision processes in international business (Peterson and Jolibert, 1995; cited in Agrawal and Kamakura, 1999). When buying products, customers tend to follow stereotypes about the products of various countries depending on the economic development, political climate, cultural and demographic characteristics or even individual prejudices over the country of origin (Wall, Liefeld, Heslop, 1991; Wang, 1987; cited in Bilkey and Nes, 1982). According to Samiee (1994), in addition to country of manufacture (COM), country of origin creates a Country Stereotyping Effect (CSE) which is formed based on consumers' attitudes, emotions, influences or biases toward the perceived country of origin. Bilkey and Nes, 1982; Wall, Liefeld, Heslop (1991) suggested that the country of origin has a considerable influence on the perception of the good's quality, rooting in the belief that more developed countries' goods and products are of higher quality while products and goods produced in less developed or developing countries are perceived as lower in quality, value for money and more risky to buy. In addition, consumers have a tendency to regard their domestic products and goods as superior that can originate from patriotism and a sense of belonging in more developed countries (Hakansson and Wootz, 1975; cited in Bilkey and Nes, 1982). Past studies (Nagashima 1970; Bannister and Saunders 1978; Kaynak and Cavusgil 1983; cited in Bilkey and Nes, 1982) indicated that consumers are willing to evaluate their own countries' products more favorably than the products of other foreign countries. This can be related to product serviceability and consumer patriotism (Han and Qualls, 1985; cited in Han and Terpstra, 1988). Previous studies (Shimp and Sharma, 1987; cited in Batra, Ramaswamy, Alden, Steenkamp, and Ramachander, 2000) developed the concept of consumer ethnocentrism which describes that those people who are highly ethnocentric tend to avoid buying the imported or foreign products because it is not regarded as patriotic.

2.2. Reviews of Perception of Cultural Interest

According to previous studies (Triandis 1995; cited in Lee and Kacen, 2008), there are two theories which can influence consumer's purchasing behavior and their attitudes towards brands: collectivism and individualistic cultures. Collectivism is defined as a social pattern through which individuals perceive

themselves as a part of a bigger group such as family or friends while individualism is another social pattern through which individuals perceive themselves as autonomous and independent from others (Triandis 1995; cited in Lee and Kacen, 2008). For instance, customers with individualistic cultures tend to buy brands and products that differentiate them from the rest of the crowd while consumers with collective culture tend to prefer products and brands which associate and connect them with specific groups of people (Aaker and Schmitt, 2001; cited in Lee and Kacen, 2008). Also, Consumer Culture Theory (CCT) proposes a dynamic relationship between the actions of consumers, the marketplace and the meaning of cultural elements (Eric and Craig, 2005).

According to previous studies (Shimp and Sharma, 1987; cited in Batra, Ramaswamy, Alden, Steenkamp, and Ramachander, 2000) it was posited that ethnocentrism refers to people who have a tendency to be attracted to people of the same culture rather than of dissimilar culture. Moreover, Moon (1996) postulated that by face-to-face activities such as travelling, doing business, educating, watching movies or paying attention to global events, consumers' attitudes toward a foreign culture are formed.

Regarding Korean culture interest among international customers, previous studies (Yi, 2001; cited in Cho, 2005) reported that Korean pop music has gained popularity in China, Hong Kong, Taipei and Vietnam and, consequently, Korean wave has had huge impacts on promoting Korean food, language, fashion, cultural products and tourism in Korea. In an interview with the minister of Culture and Tourism in Korea (Kim, 2001; cited in Cho, 2005) it was explained that at the initial stages of popularity of Korean wave, Chinese teenagers were so much interested in Korean wave such that they were registering with Korean language schools to learn the lyrics of Korean pop songs. New York Times (cited in Cho, 2005) reported that about 80 percent of Taiwanese tourists traveled to South Korea to visit the locations and spots where their favorite TV dramas were shot. Nowadays more and more teenagers in China, Thailand and Vietnam are eagerly consuming Korean products and messages with the aim of fitting in (Cho, 2005).

2.3. Reviews of Perception of Brand Image

Brand image is defined as the psychological anchor influencing the perception of quality which is associated with the brand name (Andreassen and Lindestad, 1998; cited in Johnson, Gustafsson, Andreassen, Lervik, and Cha, 2000). According to previous studies (Keller, 1993 & 1998; cited in Wang and Tsai, 2014) on the company level, brand image has been defined as associated perceptions in the minds of the consumers. Brand image or brand name plays a crucial role in consumer evaluation of a product (Lee and Ganesh, 1999). The reason lies in the fact that for those customers who have little knowledge about a specific product, brand image can reveal more about the quality of the product (Jacoby and Olson, 1971; Szybillo and Jacoby, 1974; cited in Lee and Ganesh, 1999). Brand name is one of the factors which can mostly affect perception

of a product's quality (Dawar & Parker, 1994; cited in Rubio, Oubina, and Villasenor, 2014). Based on previous studies (Cordell, 1992; cited in Lee and Ganesh, 1999) it was stated that depending on the type of product, the impact of brand image can be stronger or weaker. In addition, when consumers face a brand name which has a positive or negative image in their mind, by referring to the brand name, they relate positive or negative attitudes towards the quality of the product (Lee and Ganesh, 1998).

According to Andreassen and Lindestad (1998) one of the ways to achieve customer satisfaction is through brand image. Customer satisfaction influences brand loyalty more strongly than brand attitudes which are formed by indirect experiences such as advertising and corporate image (Fazio and Zanna, 1978, 1981). When the evaluation of services is difficult, corporate image is an indicator of quality perception, customers' satisfaction and subsequently customer loyalty (Andreassen and Lindestad, 1998).

Creating a strong positive brand image with loyal customers is a significant marketing strategy for firms because of its abundant competitive and economic advantages such as decreased marketing costs, stronger collaboration with intermediaries, higher rates of return on investment, desirable word of mouth and more chances in future to increase market share (Delgado-Ballester and Munuera-Aleman, 2005; Gounaris and Stathakopoulos, 2004; Chaudhuri and Holbrook, 2001; Homburg and Giering, 2001; Dick and Basu, 1994; cited in Matzler, Grabner-Krauter, and Bidmon, 2006). Past studies (Chaudhuri and Holbrook, 2001; Fournier and Yao, 1997; and Keller, 2003) addressed that attitudes of customers toward brands can dramatically influence customer trust and loyalty which needs effective management of brand attitudes. Moreover, according to Suh and Yi (2006), it was found that brand trust is a significant antecedent for two types of brand loyalty, i.e. attitudinal and purchase loyalty.

It is interesting to know that previous studies (Ogilvy, 1963; cited in Taylor, Wilson, and Miracle, 1994) postulated that through creating an exclusive brand image, advertising should be used to distinguish a brand from its competitors since it increases its chance of being effective, particularly in terms of enhancing attitude toward the commercials. Furthermore, one distinguishing uniqueness feature in brand image can be co-branded goods. When consumers possess a co-branded product, it enables them to differentiate themselves from others, which introduces the concept of a need for exclusiveness (Mazodier and Merunka, 2014).

2.4. Reviews of Perception of Product Quality

Service or product quality is defined as the difference between the expected and the perceived performance of a product (Anderson and Sullivan, 1994; cited in Andreassen and Lindestad, 1998). Moreover, perceived quality is defined as a global judgment of a supplier's current offering (Steenkamp, 1989; cited in Anderson, Fornell, and Lehmann, 1994). Andreassen and Lindestad (1998) stated that perceived value is

described as the combination of two elements: price and quality of the product or service. There are various empirical studies (Anderson, Fornell, and Lehmann, 1994; Tsiotsou, 2006, cited in Ciornea, 2013) which emphasized that quality is an antecedent of satisfaction. Past studies (Zeithaml, 1988; cited in Andreassen and Lindestad, 1998) claimed that perceived quality is described as the customers' overall judgment about products' excellence or superiority. Various previous studies (Juran, 1988; cited in Andreassen and Lindestad, 1998) explained that quality has two main constituents: to what extent the needs of the customers are met? And to what extent a product or service is flawless? In a study by Olson and Jacoby (1972), it was posited that one of the most important aspects affecting consumer behavior is the quality perception of the brand or product which can influence purchasing behavior and brand loyalty. Furthermore, Fornell (1992) claimed that if a company is aiming to be competitive in the world markets, it ought to invest in productivity along with the quality of what is produced.

Prior studies (Sproles and Kendall, 1986; cited in Rubio, Oubina, and Villasenor, 2014) discussed that consumers differ dramatically in their quality consciousness. Quality conscious consumers put more emphasis on brand and take into consideration the performance of well-known and commercialized brands (Rubio, Oubina, and Villasenor, 2014). In other words, consumers assign high quality to prestigious and recognized brands and thus enjoy greater credibility and value (Erdem and Swait, 1998; Erdem, Swait, and Louviere, 2002; cited in Rubio, Oubina, and Villasenor, 2014). What distinguish perceived quality of brands are the "intrinsic" characteristics of products such as the nature of the fiber, taste, and special ingredients rather than the "extrinsic" cues such as price, brand image, store image, and composition difference (cited in Andreassen and Lindestad, 1998). Furthermore, regarding cosmetic products, according to previous studies, intrinsic attributes are much more significant than the extrinsic attributes in the purchase of cosmetics because cosmetics are applied directly to the skin and low quality or inappropriate products may cause immediate damage (Chea, 2001; Hong, 2007; cited in Yu, Kim and Kim, 2012).

Based on past studies (Gaedeke 1973; Wang and Lamb 1983; Toyne and Walters, 1989; cited in Elliott and Cameron, 1994) there is a relationship between the extent of the economic development of the country of origin and the quality perception and evaluation of products for customers. Thakor and Lavack (2003) argued that perceptions of brand origin are influenced by country of corporate ownership, as are perceptions of brand quality, implying that perceived quality ratings are regarded as a function of country of corporate ownership and country of manufacture. Previous studies (Cattin, Jolibert and Lohnes, 1982; Erikson, Johansson and Chao, 1984; Han and Terpstra, 1988; cited in Elliott and Cameron, 1994) proposed that when customers cannot objectively decide about the quality of the products based on intrinsic characteristics, they resort to country of origin as a quality index. Nevertheless, in a study by Elliot and Cameron (1994), customers put more emphasis on quality and price rather than on country of origin implying that customers prefer high quality goods regardless of their prefer-

ence for domestic or foreign products.

2.5. Reviews of Perception of Fashion

In today's society, increasingly people tend to be self-centered and rely on self-identification symbols, such as beauty and appearance which are playing crucial roles in people's lives (Putnam, 1995; Buttle, 1992; cited in Schuhmacher, Janda, and Woodside, 2013). Based on Maslow's theory of needs, when the primary needs of people such as biological and safety needs are met, they tend to focus on their appearance improvement in order to enhance their self-confidence as well as their interpersonal relationships (Lee, Wu, Lin, and Lee, 2014). Moreover, previous studies (Bryck, 2003; Morton, 2002; cited in Ko, Kim, Taylor, Kim, and Kang, 2007) shed light on the fact that in Asian markets such as China, Japan and South Korea, more and more young consumers are showing a tendency to be fashion conscious; consequently, the sales of global fashion brands are dramatically increasing in these Asian markets. According to Kim and Lee (2012), the concept of physical attractiveness has had a dramatic impact on Korean society evaluation of individuals as well as social classes. Due to Korea rapid industrialization and its media liberalization in the 1990s, Western definitions and ideology of beauty flooded into the country by using western figures to promote beauty products and services (Shim, 2006; cited in Jung and Lee, 2009). Therefore, the ideal of a beautiful Korean idol among teenagers and adolescents is defined as someone with big eyes, angled nose, small chin and long legs as a consequence of western fashion and beauty concepts (Jung and Lee, 2009). According to a survey for Korean college students by Won, Kang, Koo, and Park (2004), it was discovered that the majority of the Korean students, both males and females, considered appearance as important as intelligence.

The marketing practice of global advertising can lead to the homogenization of beauty concepts with which consumers might compare their own and others' appearances (Jung and Lee, 2009). Furthermore, shifting dress styles since the early 20th century in Korea has brought new concepts and definitions of beauty for Korean women by showing more naked body and fair skin on advertisements (Lynn, 2004; cited in Jung and Lee, 2009). According to past studies (Jung and Forbes, 2006; cited in Jung and Lee, 2009) unlike the presumption that body image is of less importance for East Asian women because of their relative petite physique, body dissatisfaction and physical beauty are more prevalent among Korean women than of American women. In a study by Shemwell and Aun (2010), it was stated that many Chinese and other emerging countries' youth have idolized Korean fashions, TV programs, make up style, hairstyles, etc. through Korean Wave, "Hallyu". Comparing the cultural differences between the way women were advertised in Korea and the United States, Jung and Lee (2009) found out that in Korea there is more emphasis on fashion brands, more plastic surgeries and diet products. Surprisingly, according to Jung and Lee (2009), due to popularity of western celebrities

and western influence, 13 per cent of all Koreans, especially the teenagers, have undergone cosmetic surgery to get bigger eyes, double eyelid jobs, fair skin, and special diets to have a thinner figure than a normal Korean female type. In a recent study (Yu, Kim and Kim, 2012), it was suggested that fashionability is an important aspect which cannot be separated from fashion trends and that fashion can be applied in the cosmetics through refining the color palette of makeup and expanding the range of cosmeceuticals to attract specifically customers from Japan and China whose primary attribute is based on fashion.

2.6. Reviews of Perception of Price

Zeithaml (1988) defined "price" as what consumers give up or sacrifice to obtain a product or service. Also, past researchers (Ahtola, 1984; cited in Zeithaml, 1988) claimed that "price" has been defined as a "give" component rather than a "get" component. Based on past studies (Scitovsky, 1944-45; cited in Monroe, 1973) customers are not actually aware of the quality of products and consequently they form perceptions based on price information to assess the quality of the product. Yet, the ways prices make sense to them is encoded for customers since consumers can hardly know the precise prices of many goods and products due to lack of attention, awareness and knowledge of prices (Dickson and Sawyer, 1985; Zeithaml 1982, 1983; cited in Zeithaml 1988). It is interesting to know that according to various past literature reviews, there are two types of prices: reference price and objective price. "Reference price" is defined as an expected price a customer is willing to pay for a product and the "objective price" is the precise amount of money paid for the product (Thaler, 1985; cited in Kim and Gupta, 2009). Also there is "perceived price" which refers to the difference between objective price and the reference price that is fairly subjective (Gurumurthy, and Russell, 1995; Dodds, Monroe, and Grewal, 1991; cited in Kim and Gupta, 2009). One factor which may cause the confusion between actual and perceived price for customers is price dispersion, i.e. the variety of prices for the same brand, type of product or quality in different stores (Maynes and Assum, 1982; cited in Zeithaml, 1988). According to Fornell (1992), weak customer satisfaction is the main reason for companies to compete on prices while through possessing high customer satisfaction, there is less need for price promotions which have temporary gross margins.

Based on economic theory, buyers' choice is influenced by price since it is an indicator of purchase cost (Monroe, 1973). Also, previous studies (Helson, 1964; cited in Monroe, 1973) argued that consumers have an adaptation level price for a product by which they compare and judge other prices of the market with that level as high, low or neutral. Furthermore, according to Folkes and Wheat (1995), consumers lower their price perceptions when offering the same type of product or service via sale or a coupon compared to rebate context. Consumers perceive a price increase as unfair when he or she infers that the firm has a negative motive (i.e., the firm is trying to take advantage of or exploit consumers in one way or another)

whether or not the price change increases the firm's profit (Campbell, 1999). In addition, numerous studies (Gabor and Granger, 1961; cited in Monroe, 1973) argued that price consciousness has a negative correlation with social class (i.e. income level) excluding the poor, and when it comes to branded items, price consciousness becomes less significant. In a study by Huang and Tai (2003) about a comparison of customer values in Japan, Korea, Taiwan, and China buying cosmetic products, it was discussed that while choosing cosmetic products, consumers care less about the price since consumers' aim is to get the best quality out of the skin care or cosmetic products such as skin preserving, beautification effect and the ease of use. Fornell (1992) stated that some customers are willing to pay a high price for a high-quality product and those who are less concerned about the quality, prefer to pay less.

2.7. Reviews of Perception of Advertising

Advertisement is defined as a "paid" message from an "identified sponsor" in "mass media" whose ultimate goal is to "persuade" the viewers (Belch and Belch, 2011; cited in Jin and Lutz, 2013). An advertisement with a brand differentiating message is defined as the one in which the principal message stresses a unique benefit of the product that can be a tangible or an intangible dimension of the product distinguishing that offered by any competitor (Taylor, Wilson, and Miracle, 1994). Very often, companies try to establish desirable, exclusive and strong associations with a product via messages to consumers (Keller, 2003). According to Jacobson and Nicosia, (1981), one of the main advertising research traditions refers to the advertisement of a particular brand, service, image or a product. Many previous studies (Aaker, 1996; Buil, de Chernatony, and Martinez, 2013; Kirmani and Wright, 1989; cited in Rubio, Oubina and Villasenor, 2014) emphasized on the significance of advertisements in brand awareness. When customers show high involvement toward advertisements and corporate images, their attitude may become stable constructs which can be chronically accessible in memory (Suh and Yi, 2006). Nabi and Sullivan (2001) proposed the cultivation theory suggesting that watching television has an effect on the attitude and intentions of viewers to engage in protective action.

Past studies (Berger and Mitchell, 1989; cited in Suh and Yi, 2006) claimed that the effect of attitudes which have been formed based on exposing to advertisement repeatedly are the same as those attitudes which have been formed based on direct experience of the products since those attitudes are more accessible in the memory, the customer remembers them more vividly, and the following behavior of the customer is more predictive compared to the attitudes which have been exposed to advertisements only once. The perceptions and beliefs about brands can affect attitudes toward advertisements, and as a result, attitudes toward the advertised brands are also influenced (Suh and Yi, 2006). According to Jacobson and Nicosia (1981), "budget effect" or "budget hypothesis" refers to the relationship between advertising and consumption behavior over time mean-

ing that when the amount of advertising in the previous year declined, the consumption in the current year increases because consumers in the previous year were not affected and persuaded by advertisements and saved more money to spend in the current year and vice versa.

2.8. Reviews of Loyalty

Chang, Hung and Ho (2007) discussed that loyal customers are defined as those who spend large amounts of money on the products of a company and have crucial roles in the success of the company. Brand loyalty is of utmost significance to companies and their relationship with their customers (Matzler, Grabner -Krauter, and Bidmon, 2006). Brand loyalty can be defined as the relationship between brand and consumers which can be considered as a replacement of having human contact between the consumers and the related companies (Sheth and Parvatiyar, 1995; cited in Matzler, Grabner -Krauter, and Bidmon, 2006). According to Ciornea (2013), "repurchase" is the ultimate goal of every producer, who wants to maintain the current customers by making them repeat the act of purchasing, turning them into loyal and then attracting new customers. Thus, loyalty is measured by repurchase intention and price tolerance for satisfied customers (Fornell, 1992).

Potential customers are those who are highly likely to purchase the product in future which can be measured through customer purchasing probability (Chang, Hung and Ho, 2007). Depending on the purchase intention of potential customers, the future products' sales can be foreseen (Pradeep and Lee, 2012). Moreover, trust plays a key role in the purchase intention of potential customers, repeat customers and consequently the loyalty of repeat customers (Gefen, Karahanna and Straub, 2003a, b; Jarvenpaa and Grazioli, 2000; Garbarino and Johnson, 1999; Gefen, 2002; Singh and Sirdeshmukh, 2000; cited in Kim and Gupta, 2009).

Past studies (Bettman 1979; Lynch and Srull 1982; cited in Kim and Gupta, 2009), indicated that potential and repeat customers' purchase decision making styles are different from one another depending on various types of information and criteria that they have in mind. Unlike actual customers who have confidence in doing transactions with the vendor, potential customers feel higher levels of uncertainty, tend to be risk averse, get control in transactions and minimize losses when dealing with the vendor (Kim, and Gupta, 2009). According to Kim, Xu, and Koh (2004), potential customers may trust a company's brand indirectly or partially, whereas repeat customers trust more because they already have the transaction experience such as service quality and customer satisfaction. In addition, past studies suggested that repeat customers are much more informed about the transaction since they have constructed beliefs and trust in doing transactions with the vendor and consequently have deeper insight about the purchased product (Lynch Jr. and Srull, 1982; Johnson and Russo, 1981; Alba, and Hutchinson, 1987; cited in Kim, and Gupta, 2009).

2.9. Satisfaction Theory

Past studies (Tse and Wilton, 1988; Yi, 1990; cited in Suh and Yi, 2006) defined customer satisfaction as the difference between what consumers expect before the (direct) consumption experience and what they receive after the actual consumption. Furthermore, according to previous studies, consumer satisfaction may be seen to represent the influence of past experience, because it is an overall evaluation of personal consumption experience (Ajzen and Fishbein, 1980; cited in Suh and Yi, 2006). Satisfaction is an evaluation of the surprise inherent in a product acquisition and/or consumption experience (Oliver, 1981; cited in Suh and Yi, 2006). There are many empirical studies confirming that experience with the service is a pre-requisite of customer satisfaction/dissatisfaction and customers are influenced by the perceived quality and the value of the service (Anderson and Sullivan, 1994; Tsiotsou, 2006; cited in Ciornea, 2013). According to Suh and Yi (2006), satisfaction may be a spontaneous evaluative response to a product which is in most part based on past experiences with the product; however, it is rather unstable and is being constantly renewed by more recent experiences. Regarding the antecedents of satisfaction in the formation of purchase intention, past studies (Oliver, 1980; cited in LaBarbera and Mazursky, 1983) confirmed that satisfaction acts as a mediator between pre-exposure and post-exposure attitudes. According to comparison level theory, satisfaction happens as a result of an interaction among individuals and the gap between outcomes and a certain comparison level (Thibaut and Kelley, 1959; cited in LaBarbera and Mazursky, 1983).

Based on past researches (Chen and Wang, 2009; cited in Picon, Castro, and Roldan, 2014), those customers who are satisfied are also more likely to repurchase, lower their price sensitivity, spread positive word-of-mouth, and consequently become loyal customers. In addition, in a study by Picon, Castro, and Roldan (2014), it was suggested that as the customers are more satisfied, they become more loyal customers to their provider. According to LaBarbera and Mazursky (1983), customers' high level of satisfaction has a positive influence on the intention level and leads to repurchase behavior, while dissatisfaction has an opposite effect on the intention to repurchase the product which may lead to switching the brands. Many previous studies addressed that customer satisfaction is the best indicator of a company's future profit and it is less sensitive to seasonal fluctuations, changes in costs, or changes in accounting practices (Kotler, 1988; cited in Fornell, 1992).

2.10. Attitude Theory

Comparing customer satisfaction and attitudes, it can be claimed that customer satisfaction is rather temporary and it is specifically related to consumption while attitudes are more lasting and permanent (Oliver 1981; cited in LaBarbera and Mazursky, 1983). Past studies (Tyejee, 1979; cited in Laroche, Kim, and Zhou, 1996) shed light on the fact that an attitude

should be considered in both an absolute and a relative sense. However, many literature reviews (Bolton and Drew, 1991; cited in Suh and Yi, 2006) argued that satisfaction is a causing factor for attitude. Satisfaction promptly leads to attitude toward purchase (Oliver, 1981; cited in LaBarbera and Mazursky, 1983). The attitudes which have been held strongly are more chronically accessible and are more likely to affect the following thoughts compared to those attitudes which are held rather weakly (Priester, Nayakankuppam, Flemming, and Godek, 2004; Houston and Fazio, 1989; Fazio, Powell, and Williams, 1989; cited in Suh and Yi, 2006). Moreover, past studies (Ajzen and Fishbein, 1980; cited in Suh and Yi, 2006) claimed that although brand attitudes might have an impact on consumers' repurchase intentions, other factors such as budget, lack of choice, inaccessibility, and inconvenience may affect the magnitude of this impact. Brand attitudes are formed based on evaluation of the information about a product, the related advertisements, the corporate image and the temporary customer satisfaction (Suh and Yi, 2006). If brand experience is direct which is usually through purchase or possession or indirect, such as exposure to communication and information, it can strongly impact the relation between attitude and behavior (Fazio and Zanna, 1978; cited in Mazodier and Merunka, 2014). However, the strength of attitude is less strong for brands that consumers do not experience directly (Fazio and Zanna 1978; Krosnick and Schuman, 1988; cited in Mazodier and Merunka, 2014). Based on previous researches (Kahle and Berman, 1979; Andrews and Kandal, 1979; cited in Cialdini, Petty and Cacioppo, 1981), attitudes have causal predominance over behaviors implying that attitudes have a significant degree of predictability. According to previous studies (Fishbein and Ajzen, 1975, 1980; cited in Cialdini, Petty and Cacioppo, 1981) the theory of reasoned action puts great emphasis on the actor's intention to behave in a certain way; the intention of the actor depends on the person's attitude and the subjective norm toward the behavior counting as the best predictors of behavior. Furthermore, the theory of reasoned action is in line with previous studies postulating that future behavior consist of intentions (depending on attitudes and norms), habits (pointing at past behaviors), the person's psychological arousal (arousal increases the possibility of behavior) and facilitating conditions in the environment (whether favorable or unfavorable for the behavior) (Triandis, 1977, 1980 cited in Cialdini, Petty and Cacioppo, 1981). Congruency theory discusses what consumers perceive as a fit choice can dramatically affect their attitudes in such a way that the more congruent a product or brand, the more similarity and associative attitude will be aroused for the customers which leads to purchase intention (Rifon, Choi, Trimble and Li, 2004; cited in Lafferty, 2007). According to past studies (Aaker and Keller, 1990; Bucklin and Sengupta, 1993; Rifon, Choi, Trimble and Li, 2004; Pracejus and Olsen, 2002; cited in Lafferty, 2007) the perception of fit has a positive impact on the perception of the company and the brand which can consequently increase the purchase intention. In a study by (Fazio and Zanna, 1978, 1981; cited in Laroche, Kim, and Zhou, 1996) it was suggested that confidence with which one's attitude is held represents one

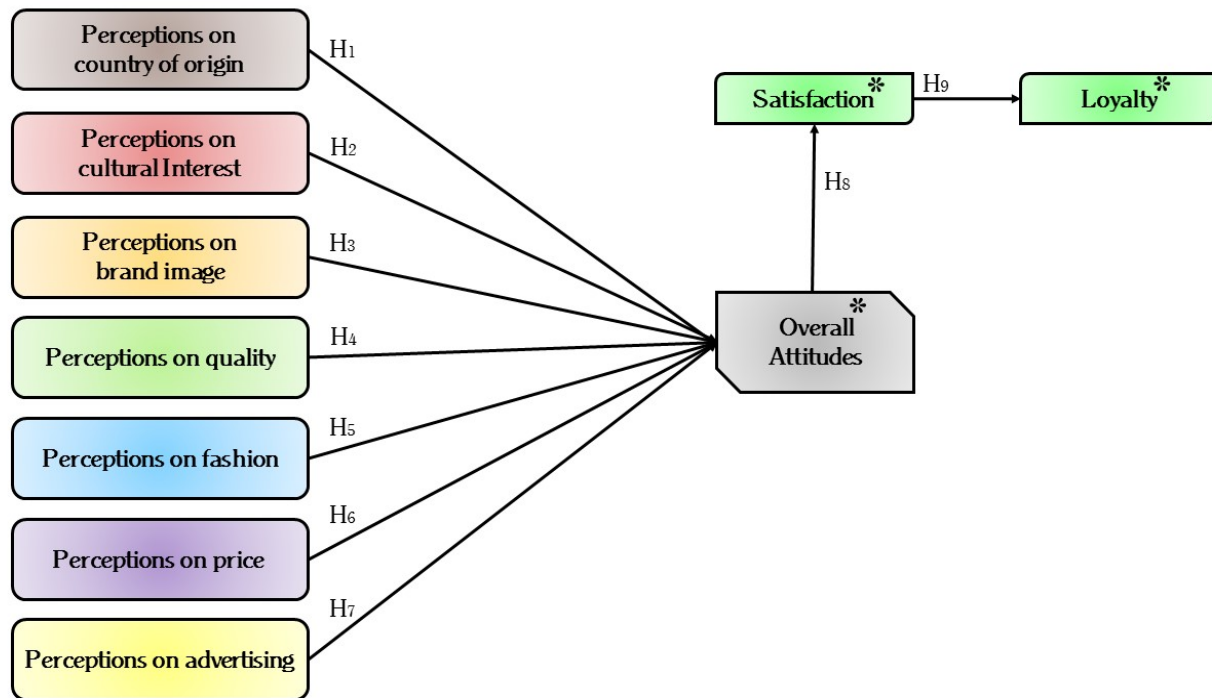
of the four qualitative dimensions of attitude (i.e. clarity, confidence, reliability and accessibility).

3. Research Hypothesis

Popescu and SteluțaUță(2013) defined attitude as the result of affective processes and knowledge that creates the predisposition to act on convictions. Previous studies (Eagly and Chaiken, 1993; cited in Popescu and SteluțaUță, 2013) posited that the proposed definition of attitude constitutes key features of attitudes including tendency, entity (or attitude object) and evaluation. Attitudes are crucial factors which can dramatically influence consumer behavior. More importantly, customers' evaluation and attitudes from developed and emerging countries vary (Demirbag, Sahadev, and Mallahi, 2010; Leonidou, Palihawadana, and Talias, 2007; Sharma, 2011; cited in Guo, 2013). According to Garcia and Caro (2008), attitudes toward a product are modified based on strategies of customer relationship management (CRM) through applying total quality management system or increasing the mass media commercials budget, etc. Previous studies (Cacioppo, Petty, and Stephen L. Crites, 1994) claimed that attitude change is a modification of an individual's general evaluative perception of a stimulus or a set of stimuli. Previous researches (Bennett and Harrell, 1975; cited in Laroche, Kim, and Zhou, 1996) argued that traditional multi-attribute models as an individual's attitude toward an object are determined by the multiplicative of his/her subjective probabilities (i.e. beliefs) that the object possesses and his/her evaluations of considered attributes. Therefore, in order to measure the proposed research question, this study proposes the following conceptual model:

3.1. The Effects of COO on Overall Attitude

The attitude of customers can be influenced by the country where the product has been produced. Based on previous studies (Wang, Siu, and Hui, 2004; Wang and Yang, 2008; cited in Guo, 2013) it has been argued that consumers associate higher quality attitudes and perceptions toward the products from developed countries or the products made by joint venture companies with developed countries. According to Nagashima (1970), the attitudes of consumers toward the products of a particular country are of utmost importance in specifying international marketing strategies. Past studies (Bamosy, Beršcs, Heslop and Papadopoulos, 1986; cited in Askegaard and Ger, 1998) shed light on the country stereotyping effect as the perception of countries products and feelings towards the people coming from those countries, the desired level and the interaction with them in the minds of the consumers and buyers. Consumer perception of products and brands, as well as the perception of quality, generally their overall attitude, can be influenced by COO image (Nagashima, 1970; Schooler, 1971; Hong and Wyer, 1989; Roth and Romeo, 1992; cited in Lee, Lee, and Lee, 2013). Furthermore, Schooler (1965) postulated that evaluation of the



* Additional Analyses on Overall Attitude, Satisfaction and Loyalty (H10~12)

<Figure 1> Proposed Conceptual Model for the Antecedents Affecting Attitude, Satisfaction and Loyalty

same product would vary according to the country of origin, and that for any country the evaluations of different products would not vary, i.e., inter-country differences would be demonstrated and intra-country differences would not be demonstrated. In fact, the impressions of positive country image have a highly positive synergistic impact on the consumers' attitudes (He and Balmer, 2006; Rao and Ruekert, 1994; Rodrigue and Biswas, 2004; cited in Lee, Lee, and Lee, 2013). Furthermore, previous studies (Bilkey and Nes, 1982; Gaedeke, 1973; Han and Terpstra, 1988; cited in Chu, Chang, Chen and Wang, 2010) discussed that the country where the product has been made in has a crucial impact on the evaluation and purchase decision of the customers. Based on "summary effect" model, consumers recode and infer their attitude and knowledge to the images they have of the country's products (Johansson, 1989; Maheswaran, 1994, cited in Chu, Chang, Chen and Wang, 2010). According to previous studies (Kim, 2002; Kim and Park, 2004; and Jung, 2006; cited in Yu, Kim and Kim, 2012) there is a positive relationship between "Korean wave" perception and attitudes toward Korea and Korean products outside of Korea. For instance, in a study by (Suzuki, Jung and Lee, 2010; cited in Yu, Kim and Kim, 2012) it was suggested that Japanese customers involvement in well-being and attitudes toward Korea can have considerable influence on attitudes toward Korean cosmetics with ingredients from Oriental medicine.

<Hypothesis 1> Perception of COO significantly affects overall attitude.

3.2. The Effects of Cultural Interest on Overall Attitude

According to Moon (1996), customer attitude toward a foreign culture is a psychological tendency in consumer behavior that the consumers express their evaluation through the lifestyles, values, and customs of a particular foreign culture. In a study by Blair and Chiou (2014), it was discussed that cultural differences among the consumers have a crucial role in their perception of brands and, as a result, their attitudes toward the products which is made through judgments influenced by their cultural backgrounds. Furthermore, previous studies postulated that much of the consumption of nowadays by customers is as a result of their culture (Firat, 1995; cited in Askegaard and Ger, 1998). Past researches (Prayag, Hosany, Nunkoo and Alders, 2013) established that there is a positive significant relationship between perceived positive socio-cultural impacts and overall attitude; on the contrary, adverse socio-cultural consequences leave an unfavorable negative attitude in the minds of individuals. Previous studies (Moon, 1996) indicated that the overall attitude and purchase intention of consumers depend on their ethnocentric tendency toward the foreign culture. According to Yu, Kim and Kim (2012), the perception of the Korean wave has an impact on Korea brand image, understanding and acceptance of Korean culture and ultimately the tendency to purchase the Korean products. Moreover, regarding the popularity of Korean cosmetics, in a recent study (Kim, 2010; Suzuki, Jung and Lee, 2010; cited in Yu, Kim and Kim, 2012) it was

argued that the exposure to Korean wave and culture as well as the perceived Korean nation brand image can significantly affect Chinese and Japanese customers' overall attitude and purchase intention. Furthermore, in a study conducted by Yu, Kim and Kim (2012), it was posited that the popularity of Korean culture, particularly the contemporary culture, is a significant determinant of cosmetics purchase of Chinese tourists visiting Korea.

<Hypothesis 2> Cultural interest significantly affects overall attitude.

3.3. The Effects of Brand Image on Overall Attitude

Previous studies (Keller, 2003; Lassar, Mittal and Sharma, 1995; cited in Blair and Chiou, 2014) postulated that by passing time, based on the attitudes of consumers, the identity of products may evolve and gain new attributes which are not necessarily related to formal marketing efforts. According to past studies (Keller, 1993; cited in Blair and Chiou, 2014) positive brand image and knowledge can have an impact on customer perceptions, preferences, and purchasing behavior toward a product, thereby, enhancing brand attitude, brand choice and brand loyalty. In a study by Laroche, Kim, and Zhou (1996), familiarity with a brand influences a consumer's confidence toward that brand, which in turn, affects their intention to repurchase the same brand. Previous studies (Laroche and Brisoux, 1989; cited in Laroche, Kim, and Zhou, 1996) proposed a multibrand model of intentions postulating that a consumer's intention to buy a specific brand is determined not only by the attitude toward that brand, but also by attitudes toward other competing brands in their choice set (i.e. the distribution of attitudes toward all the brands in the choice set). Previous studies (Keller, 2003, 1993; cited in Blair and Chiou, 2014) argued that attributes, usage occasions, benefits and attitudes are the associations that can be linked to the consumers' brand node. Established brands have the advantage to benefit from higher degrees of brand awareness, more positive images and associations, better perceived quality, and consequently stronger brand loyalty (Aaker, 1991; Keller, 1993; cited in Lee, Lee, and Lee, 2013). Furthermore, in the same study by Yu, Kim and Kim (2012), it was found that Japanese tourists, who spend extravagantly on Korean cosmetics, place great emphasis on brand prestige and fashionability. According to previous studies (Aaker and Joachimsthaler, 2000; cited in Blair and Chiou, 2014) brand awareness and brand image can significantly affect consumer's perceptions by ascribing all kinds of good attitudes to products that are familiar for the consumers and have a positive image in their mind.

<Hypothesis 3> Brand image significantly affects overall attitude.

3.4. The Effects of Product Quality on Overall Attitude

According to Fornell (1992), when buyers recognize the quality of the products, it has direct reflection in customer satisfaction

and that high quality products and services are less vulnerable to competition and have higher proportion of repeat purchase. According to Ciornea (2013), quality plays a crucial role in customer's satisfaction. In the case of cosmetics, a number of previous studies (Chae, 2001; Hong, 2007; cited in Yu, Kim and Kim, 2012) explored that skin friendliness is the most important attribute for customers buying cosmetic products regardless of their age, gender, and lifestyles besides their quality and price. Previous studies (Steenkamp, 1989; cited in Fornell, 1992) argued that high quality leads to high levels of customer retention. According to Anderson, Fornell, and Lehmann (1994), both current quality and all past experiences with quality as captured by expectations, positively have an influence on overall customer attitude and satisfaction.

<Hypothesis 4> Perception of product quality significantly affects overall attitude.

3.5. The Effects of Fashion on Overall Attitude

In a previous study (Yu, Kim and Kim, 2012) it was posited that the Korean wave has attracted Asian consumers' interest in Korea especially Korean hairstyle, makeup, fashion products and plastic surgery. Based on a research by Kim and Park (2004), fashion of Korean entertainers such as H.O.T hairstyle, imitated hip-hop fashion styles, increased number of stores selling Korean products and preference of Korean fashion products in China have affected many young Chinese customers. Consumers who are fashion-conscious and seek active lifestyles are highly likely to search for information channels to increase their awareness about the product (Chae, 2001; Sun and Yoo, 2003; Hong, 2007; cited in Yu, Kim and Kim, 2012). Previous studies by (Blyth, 2006; Chamblee, Gilmore, Thomas, and Soldow, 1993; cited in Ko, Kim, Taylor, Kim, and Kang, 2007) discussed that compared to male consumers, females have a tendency to be more fashion conscious, be more knowledgeable about the fashion products, read more fashion magazines which can affect their attitude toward fashion brands in international markets. Moreover, in the Korean context, in a study by Kim and Lee (2012), it was postulated that Korean women's attitude toward their own appearance has a positive effect with their authenticity believing that their own beauty is intrinsic and have to be enhanced through cosmetic products.

<Hypothesis 5> Perception of fashion significantly affects overall attitude.

3.6. The Effects of Price Perception on Overall Attitude

Based on a previous study (Admin, 2008; cited in Yu, Kim and Kim, 2012), the most significant attribute for Chinese women is the performance or effectiveness of cosmetics regardless of their age and income and that the price of cosmetics is the less important criterion for those who earn a good income. In an empirical study by Yu, Kim and Kim (2012), it was discovered that Japanese and Chinese tourists in Korea gave high evaluation on the price of Korean cosmetics, implying that their

overall satisfaction with Korean cosmetics depended more on the price of the cosmetics rather than the quality or other attributes of the products. According to Fornell (1992), customers consider both quality and price as they form an overall evaluation about a product's performance.

<Hypothesis 6> Perception of price significantly affects overall attitude.

3.7. The Effects of Advertising on Overall Attitude

According to Moor (1996), customers have various opinions towards foreign advertisements while watching a particular foreign culture contextual advertisement which can transfer to their overall attitude toward that advertisement and consequently influence brand evaluations and purchase intention. Past studies (Fishbein and Ajzen, 1975; Nabi and Sullivan, 2001; Gerbner, 1969; Shrum and Bischak, 2001; cited in Rahmiati, 2012) addressed the impact of media and advertising on attitudes by applying theories of media effects, including the theory of reasoned actions as well as the cultivation theory. Regarding attitudes, previous studies (Wilson and Hodges, 1992; cited in Jin and Lutz, 2013) argued that people often have a large database related to their attitudes about any topic and those attitudes are related to the subset of those data to which they refer. In a previous study (Zajonc and Markus, 1982; cited in Laroche, Kim, and Zhou, 1996) the "exposure effect" has been discussed as when individuals are exposed to an object repeatedly, the more exposure is capable of making the individuals' attitude toward those objects more positive. Through positive word of mouth, customer satisfaction makes advertising more effective and high customer satisfaction allows firms to offer more attractive warranties (Anderson, Fornell, and Lehmann, 1994). According to past studies (James and Kover, 1992; Lutz, 1985; cited in Jin and Lutz, 2013) during exposure to advertisement, consumer attitudes are influenced by their level of engagement and involvement with the advertisement and that attitude towards the advertisement in general is a crucial determinant of the attitudes toward particular ads. According to a recent study (Yu, Kim and Kim, 2012), it was argued that information channels such as internet, TV advertisement, newspaper/magazines, peer recommendations, and salespeople can significantly influence tourists purchasing Korean cosmetics.

<Hypothesis 7> Perception of advertising significantly affects overall attitude.

3.8. The Effects of Overall Attitude on Satisfaction

Fornell (1992) posited that changes in satisfaction are the consequences of past decisions and predictors of future performance. According to Anderson, Fornell, and Lehmann (1994), customer satisfaction is not only based on current experiences, but also all past experiences, as well as future or anticipated experiences of overall quality, price and expectations. The term "cumulative satisfaction" refers to the overall experience of the customers to date with a product or a service provider

taking quality as an antecedent of satisfaction (Johnson and Forenell, 1991; Johnson, Anderson and Forenell, 1995; cited in Johnson, Gustafsson, Andreassen, Lervik, and Cha, 2000). Satisfied customers are an asset to a firm who are viewed as an investment (Fornell, 1992). Bearing all this in mind, this study is going to focus on the relation between overall attitude and satisfaction in cosmetic brands.

<Hypothesis 8> Overall attitude significantly affects satisfaction.

3.9. The Effects of Satisfaction on Loyalty

Past studies (Hoyer and MacInnis, 2001; Hallowell, 1996; Szymanski and Henard, 2001; Eggert and Ulaga, 2002; cited in Ciornea, 2013) indicated that satisfaction plays a crucial role in customer loyalty and retaining the customers. The more loyal the customers, the longer they are likely to repurchase from the same supplier (Anderson, Fornell, and Lehmann, 1994). Satisfaction with shopping and fashion products has a positive effect on tourists' loyalty to the host country and the equity of the country as a brand (Kim and Choi, 2009; cited in Yu, Kim and Kim, 2012). In a recent study by Chen, Chen and Chen (2014), it was found that satisfaction significantly affects continuance intention. To support their finding, also in another study (Bhattacharjee, 200; cited in Chen, Chen and Chen, 2014) it was posited that high level of customer satisfaction influences the effect of continuance intention. According to Anderson, Fornell, and Lehmann (1994), there is a significant relationship between satisfaction and loyalty. Past studies (Reichheld and Teal, 1996; Andreassen and Lervik, 1999, cited in Ciornea, 2013) postulated that satisfaction has a positive direct influence on repurchase intention. Furthermore, in a study by Ciornea (2013), it was explored that there is a strong connection between the overall satisfaction with the luxury fashion products and the repurchase intention. There are numerous researches referring to the customer satisfaction model of Oliver (1980), including (Anderson and Sullivan, 1993; Bearden and Teel, 1983; Boulding, Staelin, Kalra, and Zeithaml, 1993; Fornell 1992; LaBarbera and Mazursky, 1983; Oliver and Swan, 1989, cited in Anderson, Fornell, and Lehmann, 1994). According to Fornell (1992), industries which have high level of customer satisfaction, in general, highly depend on satisfaction for repeat purchase. Increased satisfaction leads to customer loyalty (Bloemer and Kasper, 1995; cited in Johnson, Gustafsson, Andreassen, Lervik, and Cha, 2000).

<Hypothesis 9> Satisfaction significantly affects loyalty.

3.10. The Effects of Additional Analyses on Overall Attitude

According to Nosek, Banaji and Greenwald 2002; cited in Elias, Smith and Barney 2012), age is one of the most fundamental criteria to which people belong and this attachment will have an impact on observations, attitudes and performance of people within a specific age group. In fact, chronological age is

regarded as a significant demographic construct in market segmentation (Sudbury and Simcock, 2009; cited in Edgar and Bunker, 2013). Furthermore, consumers' perceptions of their own age, namely known as "Perceived age" can affect the way they choose brands and products, and respond to marketing strategies (Edgar and Bunker, 2013). According to past studies (Eastman and Iyer, 2005; Goulding and Shankar, 2004; Chang, 2008; cited in Edgar and Bunker, 2013), older people's age perception is the main reason they tend to attend special external activities (such as art, culture, learning, etc.) and those who are "younger at heart" tend to choose specific brands or products which can relate them to younger generations. Furthermore, past studies (Stephens, 1991; cited in Chang, 2008) postulated that more important than chronological age, cognitive age is a very important predictor of consumer attitude and behavior.

In addition, overall attitude can be affected by income level and consumption frequency of individuals. Customers' attitudes and needs for various products may alter based on increasing or decreasing their affluence (Asher 2001, cited in Cooil, Keiningham, Aksoy and Hsu, 2007).

Therefore, this study hypothesized that additional factors are positively related to overall attitude, i.e., means of overall attitude are significantly different based on additional factors such as age, frequency of consumption, and the amount of consumption.

<Hypothesis 10a> Means of overall attitude are significantly different based on age.

<Hypothesis 10b> Means of overall attitude are significantly different based on frequency of consumption.

<Hypothesis 10c> Means of overall attitude are significantly different based on the amount of consumption.

3.11. The Effects of Additional Analyses on Satisfaction

Past researches (Mittal and Kamakura, 2001; cited in Cooil, Keiningham, Aksoy and Hsu, 2007) found that customer satisfaction and repurchase intention are moderated through demographic characteristics of different groups of customers such as their age, gender, income level, education, etc.

Obviously, the maximum satisfaction customers get from a product derives from the amount of their spending on those products and as the customer satisfaction increases, the aggregate level of spending also increases (Fornell, Rust, and Dekimpe, 2010). Furthermore, past studies (Homburg, Koschate, and Hoyer, 2005; cited in Fornell, Rust, and Dekimpe, 2010) argued that satisfied customers are eager to spend more on their favorite products if they get the maximum or the desirable utility. Therefore, increasing customer satisfaction level leads to increasing customers' share of spending and getting a higher share of their wallet (Rust, 2002; cited in Cooil, Keiningham, Aksoy and Hsu, 2007).

Therefore, this study hypothesized that additional effects are positively related to satisfaction, i.e., means of satisfaction are significantly different based on additional effects such as annual income, frequency of consumption and the amount of consumption.

<Hypothesis 11a> Means of satisfaction are significantly different based on annual income.

<Hypothesis 11b> Means of satisfaction are significantly different based on frequency of consumption.

<Hypothesis 11c> Means of satisfaction are significantly different based on the amount of consumption.

3.12. The Effects of Additional Analyses on Loyalty

According to previous researches (Lambert-Pandraud, Laurent, and Lapersonne, 2005; cited in Cooil, Keiningham, Aksoy and Hsu, 2007) there are four age-associated theoretical concepts that can imply why there is a relationship between loyalty and age concepts namely known as: biological aging which increases physical impairment; cognitive decline which refers to the declining decision making process of old people leading them to narrow down their choice set; socioemotional selectivity that implies older customers put more emphasis on emotional and feeling components; and change aversion which refers to the unwillingness toward switching brands as customers get older.

Moreover, today companies are trying to increase their customers' share of spending which can add ten times more value to a company rather than just focusing on retaining their existing customers (Coyles and Gokey, 2002; cited in Cooil, Keiningham, Aksoy and Hsu, 2007). According to Cooil, Keiningham, Aksoy and Hsu (2007), customers' relationship, whether monogamous or polygamous with brands shows a direct link between loyalty, repurchase behavior and share of spending. Therefore, this study hypothesized that additional factors are positively related to loyalty, i.e., means of loyalty are significantly different based on additional factors such as annual income, frequency of consumption and the amount of consumption.

<Hypothesis 12a> Means of loyalty are significantly different based on annual income.

<Hypothesis 12b> Means of loyalty are significantly different based on frequency of consumption.

<Hypothesis 12c> Means of loyalty are significantly different based on the amount of consumption.

4. Research Methodology

This paper explores international female consumer attitudes toward Korean cosmetic brands and provides deeper insights to comprehend Korea's expanding cosmetic market. Initially, this study examines the antecedents affecting attitude, satisfaction and loyalty toward Korean cosmetic brands by investigating various effects of country-of-origin, price, fashion, quality, advertising, brand image and cultural interest. Furthermore, this study investigates the links among overall attitudes, satisfaction and loyalty. Through Qualtrics, the survey was distributed to panels that have purchased Korean cosmetic brands and the data was gathered online. Moreover, this study applied stratified sampling

to distribute the survey based on the percentage of customers considering their age, income level, their occupation, and geographical locations where they come from. 131 emails were sent to female graduate students and alumni of KDI School of Public Policy and Management with the response rate of 32%. Moreover, the survey link was distributed through SNS to select more random international respondents. A total of 214 respondents completed the survey fully.

In order to measure each of the constructs, multi-item scales were applied in order to measure each variable that forms the basis for the questionnaire items (Cho, 2013). This study applied a seven-point Likert scale with higher numbers implying higher levels of feelings, such as strongly agree and strongly disagree (Cho, 2011; cited in Cho, 2013). The researcher chose approximately 47 questions to represent the major constructs,

such as perception of COO, perception of price, perception of quality, perception of advertising, perception of cultural interest, perception of brand image, perception of fashion, overall attitude, satisfaction and loyalty. The Cronbach's alpha was used to provide reliability for the constructs for multi-item scales of each construct (Cho, 2013). In this study, the results of Chronbach's alpha for the constructs are as the followings: Chronbach's alpha for perception of country of origin is (0.77), for cultural interest (0.71), for perception of brand image (0.83), for perception of quality of products (0.62), for perception of fashion (0.73), for perception of price (0.60), for perception of advertisement (0.91), for overall attitude (0.74), for satisfaction (0.81), and for loyalty (0.84). This study examined the effects of perceptions of COO, cultural interest, product quality, price, fashion, and advertisement on overall attitudes of customers buying

<Table 1> Component Matrix: The Case of Seven Independent Variables

Items		Components						
Factors	Scale Items	1	2	3	4	5	6	7
Country of Origin	I think that the "made in ----" factor is important for purchase decision of cosmetic products.	.949						
	If I buy a cosmetic product, I often pay attention to the country-of-origin (country where the products are made in).	.926						
Cultural Interest	I am interested in Korean culture and customs.		.847					
	My interest of the lifestyles and socio-cultural aspect of the Korea influences my purchase decision.		.752					
	I would like to learn Korean language to read and understand the information on cosmetic packages.		.747					
Brand Image	When I want to purchase Korean cosmetics, I know which Korean brand suits my need better.			.819				
	My familiarity with Korean cosmetic brands enhances my confidence toward purchasing them.			.815				
	I am familiar with Korean cosmetic brands.			.801				
	Korean cosmetic brands have a strong positive image in my mind. In future, I will rather buy Korean cosmetic brands than non-Korean brands.			.781				
Quality	I think that the quality of Korean cosmetic brands is high.				.730			
	When buying cosmetic products, the important factor for my preference is the quality.				.730			
Fashion	I prefer purchasing cosmetics which make me look trendy.					.896		
	I have a tendency to be stylish and follow the fashion. K-drama and K-pop singers encourage a trendier look that I would like to follow.					.786	.720	
Price	I tend to purchase cosmetic products which are within my budget.						.765	
	I often wait for the sales period to purchase Korean cosmetic brands. For me, the price of Korean cosmetic brands is an important factor when I intend to buy them.						.751	.747
Advertising	The more exposure I have to Korean advertisements, the more I prefer to buy Korean cosmetic products.							.901
	I think Korean cosmetic advertisements affect my purchasing decision.							.889
	I prefer to purchase those Korean cosmetic brands about which I get information via advertisement.							.885
	I often remember the messages promoted by the advertisement when I see the products.							.811
	I often watch advertisements on TV or pay attention to the commercials around.							.746
Advertising	Korean advertisements about cosmetic products are effective enough to attract customers.							

Korean cosmetic brands. Moreover, this the major effects of overall attitude of customers on their satisfaction and consequently their satisfaction on loyalty toward Korean cosmetic brands.

4.1. Respondents' Demographics

All of the two hundred and fourteen respondents were females, 75% of them were single and 25% of them were married. About 41% were between the ages of 21-25 years old; 30% of them were between the ages of 26-30 years old; 18% were between the ages of 31-35 years old; 6% were between the ages of 36-40 years old; 3% were between 41-45 years old, and nearly 2% were more than 45. On average, almost 65% of the respondents reported that they approximately purchased Korean cosmetic brands per month, 20% purchased Korean cosmetic brands twice a month, and 15% purchased Korean cosmetic brands more than three times per month. When asked how much on average they spent on Korean cosmetic brands per month, approximately 47% of the respondents spent less than \$30, 33% spent between \$31- \$50, 11% spent between \$51- \$70, 2% spent between \$71- \$90, 3% spent between \$91- \$110, and 4% spent more than \$111 per month. Approximately, 40% of the respondents' annual income was not available, 16% of the respondents reported that their annual income was \$10,000 or less, 14% between \$10,000- \$20,000, 17% between \$20,000 - \$30,000, 4% between \$30,000 - \$40,000, 3% between \$40,000 - \$50,000, 2% between \$50,000 - \$60,000, and 4% more than 60,000. Nearly, 42 % stated that they were students, 6% were businesswomen, 31% were educators, 5% were housewives and 15% had other occupations.

4.2. Hypothesis Testing

The study validates the factors of country-of-origin, price, fashion, quality, advertising, brand image, cultural interest, overall attitude, satisfaction and loyalty. This study used factor analysis to check how valid the constructs are. In order to get the most relevant data, this study applied principal components analysis as the extraction method and Varimax rotation methods with Kaiser Normalization. Therefore, the most relevant data was appeared. As it can be seen from table 1, the displayed items represent the major constructs affecting overall attitude. Furthermore, the table 1 provides distinct reduced factors with Eigen values over 1.00. Table 1 represents factor analysis results of independent constructs (COO, cultural interest, brand image, etc.) and the overall attitude as the dependent variable.

Table 2 represents factor analysis for overall attitude as the independent variable and satisfaction as the dependent variable. Also, satisfaction has been regarded as the independent variable versus loyalty as the dependent construct.

Moreover, this study used regression analysis and the analysis of variance (ANOVA). Table 3 represents the results of the multiple regression analysis applying factor scores for the effects of perception of country of origin, cultural interest, brand image, quality, fashion, price, and advertising on overall attitude.

<Table 2> Component Matrix: The Case of Satisfaction, Loyalty and Overall Attitude

Items		Components		
Factors	Scale Items	1	2	3
Satisfaction	I feel satisfied if my expectations are fully met after the purchase.	.862		
	I think that Korean cosmetic products will meet my expectations in future.	.814		
	I am often satisfied with purchasing Korean cosmetic brands.	.800		
	I get higher level of satisfaction when the quality and effect of Korean cosmetic brands exceed my expectations.	.746		
Loyalty	I have become a loyal customer to Korean cosmetic brands in Korea.		.877	
	I intend to purchase more Korean cosmetic brands in future.		.836	
	I recommend buying Korean cosmetics brands to my friends.		.797	
	I prefer to repurchase from the same Korean cosmetic brand if I am highly satisfied with its products.		.714	
Overall Attitude	I am loyal to cosmetic brands.		.690	
	My beliefs about Korean cosmetic products can affect my purchase decision.			.730
	I generally believe in nature made base of Korean cosmetic brands.			.727
	My overall experience in Korea influences my interests toward Korean cosmetic brands.			.726
	In general, I tend to have a positive perception and attitude toward Korean-made cosmetic products.			.712
My overall impression about the Korean beauty can influence my purchase decision.				.672

<Table 3> Summary of the Effects of Variables on Overall Attitude

Variable (Independent -> dependent)	Standardized Coefficient (t-value-Sig)
COO -> Overall Attitude (H1)	-0.061 (-1.087)
Cultural Interest -> Overall Attitude (H2)	0.171 (3.271**)
Brand Image -> Overall Attitude (H3)	0.298 (5.036**)
Quality -> Overall Attitude (H4)	0.218 (3.739**)
Fashion -> Overall Attitude (H5)	0.240 (3.960**)
Price -> Overall Attitude (H6)	0.005 (0.102)
Advertising -> Overall Attitude (H7)	0.207 (3.465**)

** Significant at 0.05 level

In general, the results of the ANOVA table show that the model is significant at the 0.05 level with $F = 32.229$ ($r\text{-square} = 0.535$). The results of the hypothesis testing are as follows:

Country of origin has a negative and insignificant effect on overall attitude of international customers. It implies that any type of negative perceptions about the image of Korea will have a negative impact on the overall attitude of customers toward purchasing Korean cosmetic brands. However, this effect is not very significant. Therefore, H1 is not accepted. However, cultural interest has a positive and significant effect on overall attitude of customers. Therefore, with 5% level of significance H2 is accepted. It shows that any type of improvement in international customers' cultural interest of Korea will improve the overall attitude of them. Similarly, brand image has a positive and significant effect on overall attitude of customers toward Korean cosmetic brands. Therefore, with 5% level of significance H3 is accepted. It shows that any type of improvement in brand image of Korean cosmetic products will improve the overall attitude of international customers toward Korean cosmetic brands. Likewise, quality has a positive and significant effect on overall attitude of customers toward Korean cosmetic brands. Therefore, with 5% level of significance H4 is accepted. It shows that any type of improvement in quality of Korean cosmetic products will improve the overall attitude of international customers toward Korean cosmetic brands. Perception of fashion has a positive and significant effect on overall attitude of customers toward Korean cosmetic brands. Therefore, with 5% level of significance H5 is accepted. It shows that any type of improvement in perception of fashion ability of Korean cosmetic products will improve the overall attitude of international customers toward Korean cosmetic brands. On the contrary, perception of price has an insignificant effect on overall attitude of customers toward Korean cosmetic brands. Therefore, H6 is not accepted. However, perception of advertising has a positive and significant effect on overall attitude of customers toward Korean cosmetic brands. Therefore, with 5% level of significance H7 is accepted. It shows that any type of improvement in perception of advertising of Korean cosmetic products will improve the overall attitude of international customers toward Korean cosmetic brands.

In general, the results of the regression analysis show that the effects of cultural interest, brand image, perception of product quality, perception of fashion and advertising on overall atti-

tude are all accepted (H₂, H₃, H₄, H₅, and H₇). However, the effects of COO and price perception on overall attitude are not accepted (H₁ and H₆).

This study also applied regression analysis for the effects of overall attitude on satisfaction (H₈) and the effects of satisfaction on loyalty (H₉). Table 4 shows the results of the regression analysis for H₈ and H₉:

<Table 4> Summary of the Effects of Variables with the Case of Purchase

Variable (Independent -> dependent)	Standardized Coefficient (t-value-Sig)
Overall Attitude -> Satisfaction (H8)	0.594 (10.670 **)
Satisfaction -> loyalty (H9)	0.654 (12.466 **)

** Significant at 0.05 level

The results of the analysis for the effects of overall attitude on satisfaction are significant at 0.05 level with $F = 113.859$ ($r\text{-square} = 353$). Likewise, the results of the analysis for the effects of satisfaction on loyalty prove that the model is significant at the 0.05 level with $F = 155.405$ ($r\text{-square} = 0.428$).

The results show that overall attitude has a positive and significant effect on satisfaction of customers toward Korean cosmetic brands. Therefore, with 5% level of significance H₈ is accepted. It shows that any type of improvement in overall attitude of Korean cosmetic products will improve the satisfaction of international customers toward Korean cosmetic brands. Furthermore, satisfaction has a positive and significant effect on loyalty of customers toward Korean cosmetic brands. Therefore, with 5% level of significance H₉ is also accepted. It shows that any type of improvement in satisfaction of international customers will improve the loyalty of them toward Korean cosmetic brands. Thus, the effect of overall attitude on satisfaction and the effect of satisfaction on loyalty are both accepted (H₈ and H₉).

Moreover, this study applied, one-way ANOVA table for examining means of differences based on demographics, average price and frequency of consumption. The following findings were obtained from the one-way ANOVA table for the effects of demographics on overall attitude, satisfaction and loyalty:

The results of the one-way ANOVA analysis for the effects of age on overall attitude are significant at 0.05 level with $F = 2.254$. Therefore, the effect of customers' age on overall attitude is accepted (H_{10a}). Furthermore, the results of the one-way ANOVA analysis for the effects of frequency of consumption on overall attitude are significant at 0.05 level with $F = 8.163$. Therefore, the effect of frequency of consumption (how often customers spend on Korean cosmetics) on overall attitude is accepted (H_{10b}). Also, the results of the one-way ANOVA analysis for the effects of the amount of spending (how much customers spend on Korean cosmetics) on overall attitude are significant at 0.05 level with $F = 3.698$. Therefore, the effect of amount of spending on overall attitude is accepted (H_{10c}).

Thus, the effects of customers' age, frequency of con-

sumption and the amount of consumption on overall attitude are all accepted (H10a-c).

The results of the one-way ANOVA analysis for the effects of the amount of spending (how much customers spend on Korean cosmetics) on satisfaction are significant at 0.05 level with $F = 3.689$. Therefore, the effect of amount of spending on satisfaction is accepted (H11a). The results of the one-way ANOVA analysis for the effects of the frequency of consumption (how often customers spend on Korean cosmetics) on satisfaction are significant at 0.05 level with $F = 5.912$. Therefore, the effect of frequency of consumption on satisfaction is accepted (H11b). Furthermore, the results of the one-way ANOVA analysis for the effects of the annual income on satisfaction are significant at 0.05 level with $F = 3.600$. Therefore, the effect of annual income on satisfaction is accepted (H11c). Thus, the effects of customers' annual income, frequency of consumption and the amount of consumption on satisfaction are all accepted (H11a-c).

The results of the one-way ANOVA analysis for the effects of the frequency of consumption (how often customers spend on Korean cosmetics) on loyalty are significant at 0.05 level with $F = 11.911$. Therefore, the effect of frequency of consumption on loyalty is accepted (H12a). The results of the one-way ANOVA analysis for the effects of the amount of spending (how much customers spend on Korean cosmetics) on loyalty are significant at 0.05 level with $F = 6.840$. Therefore, the effect of amount of spending on loyalty is accepted (H11b). Furthermore, the results of the one-way ANOVA analysis for the effects of the annual income on loyalty are significant at 0.05 level with $F = 2.365$. Therefore, the effect of annual income on loyalty is accepted (H12c). Thus, the effects of customers' annual income, frequency and the amount of their consumption on loyalty are all accepted (H12a-c).

5. Result and Discussion

The purpose of this study was to examine the effects of the antecedents COO, cultural interest, perception of brand image, perception of fashion, perception of product quality and perception of advertising on overall attitude as well as the impact of overall attitude on satisfaction and loyalty. The findings show that the effect of the overall attitude on satisfaction and the effect of satisfaction on loyalty can be explained by the above mentioned antecedents. It was found that the effects of cultural interest, brand image, product quality, fashion, and advertising on overall attitude are significant while COO and price have insignificant effects on overall attitudes. Furthermore, the effect of overall attitude on satisfaction and the effect of satisfaction on loyalty are both significant. In addition, the effect of additional analyses including age, annual income, frequency and the amount of consumption on three main components of overall attitude, satisfaction and loyalty were also tested and the significant results were reported.

Theoretically, this study adds knowledge to the understanding

of the impact of antecedents such as COO, cultural interest, perception of brand image, perception of fashion, perception of product quality and perception of advertising on attitude and behavior. According to cross culture consumer behavior theory, cultural interest is one of the most important antecedents affecting overall attitude of customers and their purchasing behavior. Moreover, cultivation theory explains the impact of advertising and media on the engagement of customers in creating cultural interest among international customers. Therefore, through appropriate advertisements on TV or other means of media, international customers can increasingly be absorbed by cultural elements and be eager to buy the products of that culture, which, in turn, has a great influence on the overall attitude of international customers. However, among all the antecedents, the only negative, yet, insignificant point of Korean cosmetic industry is COO. This can be explained by the country of origin (COO) effect theory indicating that the country where the product is made in can dramatically affect the customers' purchasing decision and attitude toward a particular product. Therefore, the Korean COO needs to be improved specifically in the cosmetic industry.

The results of this study also can provide some important practical implications. Firstly, because the customers' awareness has increased toward brands along with their standards about the products, considering the concept of points of parities and points of differences, Korean cosmetic industry should try to establish brand associations with its natural organic ingredients of its cosmetic items distinguishing them from the majority of non-Korean brands. Even though Korean lifestyles are becoming more westernized, the cultural values are still different from westerners and these values can enormously affect international female customers' interest toward Korean culture and attitude. Therefore, advertising executives should bear in mind that including cultural elements in conjunctions with the key findings presented in this study such as the significance of fashion, brand image and quality of cosmetics can maximize the influence of Korean cosmetics advertising. Secondly, for the Korean government, since Korea has a rich culture, there are many national festivals and cultural events regularly held throughout the country. This can create a great opportunity for Korean government to promote Korean culture with the theme of cosmetic products featuring K-pop and K-drama idols' beauty. This can create a desirable image of not only its culture, but also its natural beauty. This idea would be practical by participating in fashion shows and festivals not just in Korea, but all around the world by accepting sponsorship of these events to promote Korean fashion and culture.

It is strongly recommended that for future studies, other relevant constructs affecting overall attitude and satisfaction will be considered. Moreover, the sample size was one of the main limitations of the study. The total number of respondents was 214 which needs to be larger and the sample were only international females, which is not representative of the general population. Furthermore, this study can be carried out cross-culturally in future, regarding the inclusion of nationality in the demographics. Last but not least, since the current study focused only on ac-

tual female international customers, for further studies, it is highly recommended to include potential customers of both genders. Because of improved lifestyles and health awareness of male customers, increasingly male customers are using cosmetics and skin care products as well. Moreover, the study was carried out in Korea; the respondents were already aware of the cultural events, etc. Thus, further studies should be done in other countries rather than only Korea to see the potential customers' overall attitude toward Korean cosmetic industry. Therefore, by conducting more market research for higher quality cosmetic products, in future, Korean cosmetic industry will be able to expand its business not only in Korea, but in global markets.

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