

The Impact of Korean Wave on the Purchase Intention of Korean Cosmetics of Thai People in Bangkok and Chonburi, Thailand

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Abstract

Nowadays Korea is well known by its popular culture, such as, TV dramas and pop music, called as "Korean Wave", which the Korean government has considered as soft power for enhancing exports. This study aims to investigate the impact of Korean wave on the purchase intention of Korean cosmetics. Korean wave in this study consists of three variables which are sympathy and empathy induced by Korean dramas, the attractiveness of Korean celebrities. The

country image of Korea, brand awareness and brand equity of Korean cosmetics are also examined as mediating variables. 398 data were collected from women in Bangkok and Chonburi, Thailand. They have experienced Korean wave. A survey questionnaire method was employed. Pearson correlation was used to test the hypotheses. The results show that Korean wave has a positive impact on the country image of Korea, and positive country image can increase the purchase intention of Korean cosmetics. Thus, Korean wave can be a soft power of Korea which can promote country image and exports. These findings can be used as guidelines for the Korean government and Korean companies for sustainable growth of industries related to Korean wave.

Keywords: Korean Wave, Korean Cosmetics, Purchase Intention, Country Image, Brand Equity