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

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A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration in Marketing Graduate School of Business Assumption University Academic Year 2015 Copyright of Assumption University
THE IMPACT OF KOREAN WAVE
ON THE PURCHASE INTENTION OF KOREAN COSMETICS
OF THAI PEOPLE IN BANGKOK AND CHONBURI

By
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ABSTRACT

Nowadays Korea is well known by its popular culture, especially entertainment, such as, TV dramas and pop music, idol stars, called as "Korean Wave", and Korean government has considered Korean wave as a tool for soft power which can be used for enhancing exports.

In this context, this study aims to investigate the impact of globally popular culture, Korean wave on the purchase intention of Korean cosmetics (the brand "Skinfood"). Korean wave in this study consists of three variables which are sympathy and empathy induced by Korean dramas, the attractiveness of Korean celebrities. To examine the process of Korean wave's impact, the country image of Korea (affective, cognitive), brand awareness and brand equity of Korean cosmetics were also examined as mediating variables.

The researcher collected primary data from 398 women in Bangkok and Chonburi, Thailand who have experienced Korean wave through a survey questionnaire method. Pearson correlation was used to test the hypotheses.

The results show that the Korean wave has a positive impact on the country image of Korea, and positive country image can bring about the higher purchase intention of Korean cosmetics directly, or indirectly through the mediating effects of brand awareness and brand equity of Korean cosmetics. In other words, Korean wave can be a soft power of Korea which promotes country image and export of Korean products.

These findings of this study can be used as clues for Korean government and related companies for sustainable growth of industries related to Korean wave.
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CHAPTER 1

Generalities of the Study

This chapter describes the generalities of the study and includes the following sections. The first section is the introduction of the study, which provides background information. Next, the statement of the problems and research objectives are described. Following that, the scope of the study, the limitations and significance of this study are explained. The chapter concludes with the definitions of the terms which are provided in the last section.

1.1. Introduction of the Study

It is not difficult to watch Korean dramas on TV abroad or listen to Korean pop music on the street in other countries. Additionally, several Korean celebrities can be easily seen on even commercial advertisements overseas.

Since the late 1990s, Korean popular culture has been enjoyed by many people all over the world. Started from TV dramas, such as, "Winter Sonata", "Dae-Janggeum", Korean pop music, for example, Psy's "Gangnam style" has been also beloved. A term "Korean wave" is used to mention these kind of popular Korean entertainment and culture overseas (Shim, 2006).

Korean wave can be understood as the case of cultural globalization. People from all over the world can enjoy the international flow of popular culture and purchase foreign items. Popular culture is quite influential to those people following the trend, and in other words, popular culture can be said to have power on consumers' behavior, like purchase intention.
This study would focus on Korean culture and analyze "Korean wave" in the context of cultural globalization. The researcher would explore the impact of Korean wave on consumers' purchase intention of Korean product, especially Korean cosmetics. The country image of Korea, brand awareness and brand equity of Korean cosmetics would be used as mediating variables.

1.1.1. Korea
South Korea has undergone a compressed period of colonial domination war, modernization, and rapid economic growth all in a single century, and is recognized as a successful case of economic development (Pillay, 2010).

Korea experienced Japanese colonial rule for 36 years (1910-1945) and has been divided into two parts (south Korea and north Korea) since the country's liberation in 1945. In 1948, South Korea launched the Republic of Korea (ROK) as a free democracy, whereas North Korea established the Democratic People’s Republic of Korea (DPRK) as a communist country. In 1950, North Korean troops armed with Soviet-made tanks and fighters invaded the South, and this war had continued for 3 years between 1950 and 1953. (KOCIS : Korean Culture and Information Service official website, 2015).

In fact, after Korean war (1950-1953) which devasataed the whole country, the Republic of Korea was one of the poorest nations in the world and in the year 1953 when the Korean War ended, Korea’s per capita GDP was 67 US dollars (Pillay, 2010).
South Korea toiled to rebuild itself from the ashes of a war and fulfilled amazing economic
growth called as “Miracle of the Han River” (Bridges, 2008). The economy has grown more
than 800 times, per capita GDP has reached over 20,000 US dollars (International Monetary
Fund. database, 2015). Seoul Olympic Games held in 1988 was the critical momentum in this
economic development (Bridges, 2008), and a high participation rate in education and human
resources have been key factors in South Korea’s successful industrialisation (Pillay, 2010).

Nowadays Korea is well known to people of the world by its popular culture, especially
entertainment, such as, TV dramas and pop music, idol stars, called as "Korean Wave" (Shim,
2006). Korean government has considered Korean wave as a tool for soft power and used it
for enhancing exports (Ravina, 2009).

1.1.2. Korean Wave
The "Korean Wave" (hallyu in Korean) refers to Korean popular culture, such as, TV dramas,
movies, pop musics which has got enormous popularity abroad since the late 1990s (Shim,
2006). The first stage of Korean wave started from the spread of Korean television dramas
across Asia. After TV drama, "What Is Love All About?" made a big hit in China in the late
1990's, numerous Korean TV dramas such as "Winter sonata", "A Jewel in the Palace (Dae
Janggeum)" have been enjoyed throughout many countries (Cho, 2005).

Pop music also followed the popularity of Korean dramas. Since boy bands H.O.T. (standing
for "Highfive Of Teenagers") became popular abroad in the late 1990's, many singers such as,
BoA, Rain, Wonder girls and Girls’ Generation got popularity as global pop stars (Jung,
2009).
Korean wave also has influence on food, fashion, language and technology etc. Joseph Nye (2009), the American political scientist interprets the Korean Wave as "the growing popularity of all things Korean, from fashion and film to music and cuisine".

As Korean wave has got a growing acceptance and popularity through many countries, the Korean celebrities in K-drama and K-pop got to be famous and have many overseas fans. Korean wave including popular stars have made a great influence on the consumption, including fashion, make-up trends, food and even plastic surgery. In other words, popular Korean celebrities might promote consumers' purchase intention of Korean products (Shim, 2006).

Korean wave is considered to contribute a lot to the economy of South Korea. Park Young Su, the assistant bureau chief at the Korea National Tourism Organization (KNTO) said that overseas tourists who visited the place in K-drama reached 130,000 in 2003, and students learning Korean in a language school in Singapore increased by 60 percent in 2003 compared to 2001 because of the interest caused by Korean dramas (Shim 2006).

The researcher considers that the popularity of Korean wave creates economic value by improving the image of Korea first. In this study, country image of Korea was set as mediating factor which is affected by Korean wave, on the other hand, it also affects the brand awareness of Korean cosmetics and consumers' purchase intention.
1.1.3. Country Image

Country image can be defined as the attitudes that consumers of one country hold toward another country (Maher & Carter, 2011). According to Roth and Diamantopoulos (2009), country image consists of two distinct yet interrelated components – affect and cognition – that have a causal impact upon country conations. Country image can be affected by popular culture. The positive effects of Korean wave on the country image of Korea has been also revealed by some researches (Kim et al., 2014; Yang, 2013).

Lots of previous studies have found that consumers guess the quality of foreign brand by country image because they cannot know its real quality before use (Han, 1990). In other words, country image can affect consumers' perception and behavior. In this context, the researcher considers that country image affects consumers' attitude towards to the brands in that country, and consumers' attitude towards the brand is divided into two variables in this study: brand awareness and brand equity.

1.1.4. Brand Awareness and Brand Equity

In this study, country image of Korea is considered to affect the brand awareness of Korean cosmetics, which is considered to affect the brand equity of Korean cosmetics.

Brand awareness refers to the ability of a potential buyer to recognize or recall a brand as a member of a certain product category (Aaker, 1991), and brand equity refers to the "added value bestowed on the product" by the brand name (Park & Srinivasan, 1994).

Brand equity is a multidimensional concept and a complex phenomenon. Brand awareness is an important component of brand equity, and considered as one of its dimensions (Aaker, 1991; Keller, 2002).
1.1.5. Korean Cosmetics

As the popularity of Korean wave grew, the interest in Korean fashion and life style has also increased. This interest has improved the perception of related Korean products, and Korean cosmetics are one of them (Han, 2011). In fact, CNN analyzed that the popularity of Korean cosmetics among Chinese came from the long for Korean drama and Korean celebrities (Peter, 2014).

Korean cosmetics focus on Asian's make-up style that other global cosmetic brands may not pay much attention to and this is said to be one of comparative advantages of Korean cosmetics in Asia market. There are several Korean cosmetic brands which are popular overseas, such as, Skinfood, Laneige, Faceshop etc. (Beyond Hallyu, 2013). Among these brands, the researcher selected "Skinfood" for this study because it is evaluated the most popular and successful brand in Thailand (Park, 2010).

1.1.6. Skinfood

"Skinfood" is one of the famous Korean cosmetic brands, which produce and sell cosmetics ranging from skin care, make-up, hair & body products. This company aims to manufacture cosmetics with nutritional values of food. Lots of Skinfood cosmetics are made of natural food in its original form, such as, Salmon Concealer Cream, Carrot eye cream and Aloe BB (Skinfood official website, 2015).

The sales of Skinfood has increased from foreign visitors and have about 1,000 stores outside South Korea in countries, such as, China, Taiwan, Malaysia, Singapore, Thailand, Japan etc (Skinfood official website, 2015). Since 2004, Korean cosmetic brands have opened their stores in Thailand, and "Skinfood" has the most stores (42) now, followed by Laneige (23), Faceshop (22) (KOTRA, 2015). The amount of annual sales of Skinfeed in Thailand reached 6 million dollars (Park, 2010).
1.2. Statement of the Problems

Previous studies have usually considered "Korean wave" as a social phenomenon, so Korean wave as business are not much studied comparatively. As a result, the information that can be used in the Korean wave-related market is not sufficient yet.

Due to lack of information about market, it is not easy for Korean government to support Korean wave for sustainable growth in spite of the eagerness to use this as business. According to Cho (2005), in an interesting discussion by cultural industry figures on how to “promote long-term development by allowing a Korean wave”, the major concern was to transform the Korean Wave into a sustainable source of income.

South Korean government and large corporations have tried to develop and sustain the market relating to Korean wave which is called "cultural industry". However, for supporting sustainable growth, marketers or content developers as well as Korean government need more information about the details of Korean wave in the real market.

In this context, the questions to be addressed by this research are the following:

1. Does Korean wave impact on the country image of Korea, and what kind of attributes of Korean wave has the most powerful impact?

2. Does the country image of Korea impact on the consumers' attitude towards Korean cosmetic brands?

3. Does the consumers' attitude towards Korean cosmetic brands impact on the purchase intention of Korean cosmetics?
1.3. Research Objectives

The goal of this study is to investigate the impact of Korean wave on purchase intention of Korean product, and to find the process of this influence. To examine the process of Korean wave's impact, the country image of Korea (affective, cognitive), brand awareness and brand equity of Korean cosmetics were also examined.

Specially this research has the following objectives:

1. to examine the relationship between the emotions (sympathy, empathy) from Korean drama and the country image (affective, cognitive) of Korea,
2. to examine the relationship between the attractiveness of Korean celebrities and the country image (affective, cognitive) of Korea,
3. to examine the relationship between the country image (affective, cognitive) of Korea and the brand awareness of Korean cosmetics,
4. to examine the relationship the brand awareness of Korean cosmetics and the brand equity of Korean cosmetics,
5. to examine the relationship the brand equity of Korean cosmetics and the purchase intention of Korean cosmetics.

1.4. Scope of the Research

This study aims to investigate the impact of globally popular culture, Korean wave on the purchase intention of Korean cosmetics (Skinfood).
Variables in this study are eight in total which are three independent variables, four mediating variables and one dependent variable. All of three independent variables are related Korean wave; sympathy, empathy and attractiveness. Sympathy and empathy are the emotions while watching Korean drama, and attractiveness is Korean celebrities' physical trait. Each variable was investigated and analyzed independently about its impacts and the results also were compared among each other. A dependent variable is the purchase intention of Korean cosmetics, and the country image of Korea (affective, cognitive), brand awareness, brand equity of Korean cosmetics are set as mediating variables.

This study was conducted in Thailand, and the target population of this research are women in Bangkok and Chonburi, Thailand who have experienced Korean wave. They were asked to answer the questionnaire having the following seven parts.

Part 1 : Screening Question
Part 2 : Korean drama
Part 3 : Korean celebrities
Part 4 : the image of Korea
Part 5 : Korean cosmetic brands
Part 6 : the purchase intention of Korean cosmetics
Part 7 : Demographic Factors

Specially, part 1 Screening question was designed to exclude respondents who don't have experience with Korean wave.

This study has been carried out for 10 months, between January 2015 and October 2015.
1.5. Limitations of the Research

This study is subjected to limitations as follows:

First, the survey was done only in Bangkok and Chonburi. Bangkok where many foreigners reside or visit was selected because people in Bangkok are known to be quite open to international culture. Chonburi was chosen because there are several large factories of Korean brands, so probably the workers in these factories are familiar with Korean wave. However, the consumers' behavior of these two cities have their own distinctive characteristics, so may not be the same as that of other areas or other countries.

Secondly, a lot of research samples were chosen from people who work in the workplace related to Korea, such as, the factories of Korean companies, e.g. LG, POSCO, and the Embassy of Korea in Thailand assuming that they are more familiar with Korean culture. However, they might have some opinion about Korea derived from their working experience or from some other means. These kinds of opinion may affect the research results, but this research cannot distinguish or eliminate these effects.

1.6. Significance of the Study

This study will help Korean government and related companies by providing information on what kind of attributes of Korean wave they should focus on, how Korean wave impacts on market. These information could be used as clues for sustainable growth of industries related to Korean wave. From this study, they also can understand the process to improve the country image and the brand image using Korean wave.
Not only Korea but also other countries can get information after studying this research. South Korea has undergone a compressed period of modernization, experiencing colonial domination, war, and rapid economic growth all in a single century. The case of South Korea can be adapted to various situations and give meaningful contribution to the other countries.

Additionally, this research has significance as the study of Southeast Asia. Previous studies related to Korean wave mainly focused on China and Japan because China-Japan are the biggest and the most profitable markets for Korea. Studies in Southeast Asian countries are still insufficient although there are many Southeast Asian countries where Korean wave is popular. Therefore this study can provide information about relatively unknown area, Southeast Asia.

1.7. Definition of Terms

Affective country image refers to consumers’ emotional reactions toward a country, including its government, policies, culture and people. (Laroche et al., 2005; Papadopoulos & Heslop, 1993; Wang et al., 2012).

Brand awareness refers to the ability of a potential buyer to recognize or recall a brand as a member of a certain product category (Aaker, 1991).

Brand equity is added value bestowed on the product by the brand name (Park & Srinivasan, 1994).
**Cognitive country image** represents consumers' beliefs of a country, including its level of economic development, standard of living, industrialization and technological advancement (Laroche *et al*., 2005; Papadopoulos & Heslop, 1993; Wang *et al*., 2012).

**Country image** is the attitudes that consumers of one country hold toward another country (Maher & Carter, 2011).

**Empathy** refers to another person's feelings and identify themselves in the feeling (Escalas & Stern, 2003).

**Korean wave** is Korean popular culture, such as, TV dramas, movies, pop musics which have got enormous popularity abroad since the late 1990s (Shim, 2006).

**Purchase intention** is “consumers’ future demand for a product, their likely requirements to purchase, or their preparedness to devote to the purchase of a particular item” (Chandon *et al*., 2005).

**Skinfood** is one of Korean cosmetic brands, which produce various kinds of cosmetics, such as, skincare, make-up, hair& body treatments. This company has about 1,000 stores overseas (Skinfood official website, 2015).

**Sympathy** refers to the personal experience where he or she could emotionally understand the situation portrayed by an external object (Kim *et al*., 2014).
CHAPTER 2

Review of Related Literature and Studies

This chapter provides a review of literature related to the main constructs that are presented in this research and the relationship between constructs which are Korean wave, the country image, brand awareness, brand equity and purchase intention.

2.1. Korean Wave

Since the late 1990s, Korean popular culture, such as, TV dramas, movies, pop musics and their related celebrities have got enormous popularity abroad, so news media and magazines have recognized the rise of Korean popular culture in Asia by calling it the "Korean wave" (Shim, 2006).

The "Korean Wave" (hallyu in Korean) mentions a rise in the global visibility of Korean culture, starting from East Asia in the 1990's and going on in more areas, such as, America, the Middle East and Europe (Ravina, 2009).

According to Heo (2002), TV drama, "What Is Love All About?" can be considered as the beginning of Korean wave. It was broadcast in China in 1997, and made a big hit, so CCTV (China Central TV) re-broadcast it. The term "Korean wave" came from Chinese media that realized the fast growing popularity of Korean culture (Jung, 2009). Since then, lots of other Korean dramas have quickly fascinated audiences in countries such as Taiwan, Singapore, Thailand, Vietnam and Indonesia as welll as China (Shim, 2006).
Another main part of Korean wave is pop music. From boy bands H.O.T. (standing for "Highfive Of Teenagers") that became popular overseas in the late 1990's, to Psy's "Gangnam style" which was recently beloved worldwide, many songs and dances of Korean singers, such as, BoA, Rain, Wonder girls and Girls’ Generation have been enjoyed in many countries (Shim, 2006; Jung, 2009).

The Korean government endeavored to support Korean wave as industry; for example, using celebrities in tourism materials, by displaying their figure on foreign version of Korean Tourism Organization website, and even direct supports for Korean media companies (Ravina, 2009).

2.2. Korean Drama

Korean drama or K-drama is televised dramas in the Korean language, made in South Korea. Since the first commercial television station (SBS, Seoul Broadcasting System) was launched in the late 1990s, Korean TV broadcasters have competed intensively. The news media and TV stations have monitored popularity ratings. These competitive environments have brought about good-quality of dramas and they have drawn good attention of adjacent countries, China in particular (Jung, 2009).

The TV drama, "What Is Love All About?", which made a big hit in China, in 1997, was a comic family drama consisted of 55 episodes. Chinese media, which was surprised by rapid-increasing popularity of Korean culture, started to mention the term "Korean Wave". Soon, lots of Korean dramas got to be popular throughout China, Japan, and other Asian countries and Asian communities worldwide even in America (Jung, 2009).
Korean Wave seems to have got stronger by another Korean drama, *Winter Sonata (Gyeoul yeon-ga)* which became a big hit in Japan in 2003 (Cho, 2005). This twenty hour-long romantic love story was broadcasted four times between 2003 and 2004 in Japan, and it recorded an amazing viewer rating 20.6 percent (Jung, 2009). According to the Korean Economic Research Center's study, the profit from the 'Yonsama (the male actor) Heat Wave' was calculated about 3billion dollars. Revenue from tourism reached 840 million dollars, and the running royalties for Korean Broadcasting System totaled more than 100 million dollars (Cho, 2005).

Another remarkable drama "*A Jewel in the Palace (Dae Janggeum)*", which described the devoted life of woman cook who eventually got the title of “master” from a king, also enjoyed immense popularity in Taiwan, Hong Kong, and China. It was reported that around 80 percent of tourists from Taiwan to South Korea visited places where popular dramas were made (Onishi, 2005; Cho, 2005).

A lot of Korean drama fans speak about the physical charm of stars in drama and their attractive make-up, fashion and hairstyles. They also mention fascinating storylines, good acting and the lavish productions, including beautiful cinematography, skillful editing (Jung, 2009).
2.3. Korean Celebrities

As many Korean dramas and pop musics have accompanied popularity through many countries, the related Korean celebrities got to have a lot of fans. For example, when the hero in Winter Sonata, Bae Yongjun became a superstar in Japan, it surprised Korean as well as Japan. This actor was called as nickname "Yon-sama" (Honorable Yon) and his popularity in Japan was called as "Yon-sama syndrome". A lot of commercials regarding him have been made in Japan, and his Korean restaurant opened in Tokyo in 2006, has been very popular among middle-aged Japanese women (Jung, 2009).

Korean stars have affected consumers' culture, including fashion, food and even plastic surgery. It is not difficult to find Asian youth decorating their items and rooms with photographs of Korean stars (Shim, 2006).

Francesca (2013) found that the generation Y in Hong Kong attracted by Korean popular culture and pop stars, considers Korean pop stars as good fashion model, so they refer to Korean stars' style and change their purchase behavior.

2.4. Country Image (Affective, Cognitive)

Some previous researches (e.g. Laroche et al., 2005; Papadopoulos & Heslop, 2003; Roth & Diamantopoulos, 2009) show country image has both cognitive and affective dimension even if studies usually regard country image as a cognitive construct ( Li et al., 2014).
Cognitive country image represents consumers' beliefs of a country, including its level of economic development, standard of living, industrialization and technological advancement; while affective country image refers to consumers' affective responses toward a country, including its government, policies, culture and people. (Laroche et al., 2005; Papadopoulos & Heslop, 1993; Wang et al., 2012). These two have to be distinguished because they can be often different to the same country (Li et al., 2014).

While previous researches on country image have focused on the cognitive components, affective components were less studied (Roth & Diamantopoulos, 2009), and any distinction between the affective and cognitive components was not so clear (Maher & Carter, 2011). Only some studies examined both, and the table below summarizes the lists of the items used to measure the cognitive and affective components.

These studies used emotional, subjective factors or feelings (e.g. pleasant, like, excited) to measure the affective components, while using objective factors or beliefs (e.g. competent, rich) usually to measure the cognitive components. However, some items related to people, such as, "trustworthy" or "friendly", were not treated consistently; for example, "trustworthy" was used as the affective constructs in some studies (Orbaiz & Papadopoulos, 2003; Heslop et al., 2008), but used as the cognitive constructs in Heslop et al. (2004).
<table>
<thead>
<tr>
<th>Author and year</th>
<th>Country of Survey</th>
<th>Country of Origin</th>
<th>Products</th>
<th>Affective constructs</th>
<th>Cognitive constructs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verlegh (2001)</td>
<td>Netherlands</td>
<td>Netherlands, Italy, Germany</td>
<td>Tomatoes, washing machines</td>
<td>Positive feelings</td>
<td>Natural landscape: A lot of unspoiled nature, many forests and natural areas</td>
</tr>
<tr>
<td></td>
<td>Spain</td>
<td>France, Argentina, Basque country</td>
<td>Products in general</td>
<td>Positive feelings</td>
<td>Climate: Sunny, warm</td>
</tr>
<tr>
<td></td>
<td>Canada</td>
<td>USA, Canada, Mexico, Chile, Argentina</td>
<td>Products in general</td>
<td>Positive feelings</td>
<td>Competence: Hardworking, efficient, meticulous</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Japan, Sweden</td>
<td>Products in general</td>
<td>Positive affect</td>
<td>Creativity: Creative, imaginative, artistic</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>People affect</td>
<td>People affect: Trustworthiness, desire for closer ties, attitudes toward more investment</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Country evaluation</td>
<td>Country evaluation: Like, people, aligned</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Country beliefs</td>
<td>Country beliefs: Rich, technologically advanced, high level of education</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Positive affect</td>
<td>Positive affect: Enthusiastic, interested, excited, inspired, proud, attentive</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Country people evaluation</td>
<td>Country people evaluation: Like France, peaceful people, trustworthy people</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Geocultural</td>
<td>Geocultural: Language, landscape, climate</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Socioeconomic</td>
<td>Socioeconomic: Politics, history, economy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Country people character</td>
<td>Country people character: Ideal, safe, rights, democratic</td>
<td></td>
</tr>
</tbody>
</table>

< source: Maher & Carter, 2011 >
2.5. Brand Awareness with Associations

Brand awareness with strong associations builds a specific brand image, which was defined as "a set of brand associations, usually in some meaningful way" (Aker, 1991).

Brand awareness refers to the ability of a potential buyer to recognize or recall a brand as a member of a certain product category (Aaker, 1991). According to Keller (1993), brand awareness comprises two sub-dimensions: brand recall and recognition. If the awareness of brands is high among consumers, it means the brand is familiar and reputable (Yasin et al., 2007).

Aaker (1991) defines brand associations as "anything linked in memory to a brand". The associations are stronger when they are based on numerous experiences or exposures to communications, rather than a few (Alba & Hutchinson, 1987; Aaker, 1991). Brand association reflects features of the product or aspects independent of the product itself and can be visible in all forms (Chen, 2001).

Brand associations are complex and related to one another, and comprise numerous episodes, instances, ideas and facts that form a solid network of brand knowledge (Yoo et al., 2000). It is built as a consequence of the brand belief of consumers, which can be made by the marketer, built by the consumer himself through inferences based on existing associations, and/or through direct experience with the product (Aaker, 1991).
2.6. Brand Equity

Brand equity is the "added value bestowed on the product" by the brand name (Park & Srinivasan, 1994). It occurs when consumers willingly pay for the same level of quality owing to the charm of the product's name (Bello & Holbrook, 1995).

Recent studies regarding brand equity have expanded its definition to incorporate a wide set of attributes that promote customer choice (e.g. Yoo et al., 2000; Rust et al., 2001). In the marketing literature, brand equity is referred to the intangible brand assets. The equity that the powerful brand has can bestow a loyal consumer franchise on the company that could bring significant returns (Yasin et al., 2007). Brand equity is critically important to make points of differentiation that bring about competitive advantages in non-price competition (Aaker, 1991).

2.7. Purchase Intention

Purchase intention can be defined as “consumers’ future demand for a product, their likely requirements to purchase, or their preparedness to devote to the purchase of a particular item” (Chandon, Morwitz, & Reinartz, 2005).

According to Whitlark et al. (1993), purchase intention is a purchase probability associated with an intention category at the percentage of individuals that will actually buy product.
Laroche et al. (1996) proposed that customers' consideration in buying a brand and expectation to buy a brand can be used to measure consumer purchase intention. These variables can contain the customer’s attending, interest, evaluation and information as part of the overall process in determining intention.

It is possible that a customer may have an intention to purchase but may not purchase the product actually. Previous researches have explained three main reasons for these differences: (1) changes in explanatory variables, which cause true intentions to shift over time (2) systematic biases in reports of stated intentions and (3) the imperfect correlation between intentions and action (Sun & Moritz, 2010).

However, intention to purchase is commonly used in marketing to estimate the demand for a product. According to many scholars, purchase intentions have a positive impact on an individual's actions (Ajzen & Driver, 1992; Whitlark et al., 1993; Chandon et al., 2005; Schlosser et al., 2006).

2.8. Relationship among Variables

This part provides a review of literature of the relationships between the main constructs presented in this study. It includes the impact of Korean wave on country image, the impact of the country image on brand and the impact of brand on purchase intention.
2.8.1. Impact of Korean Wave on Country Image

Korean wave affects many things, such as, fashion style and tour to Korea, eager to learn Korean and even in perception to Korean products. In this part, the impact of Korean wave is reviewed by following two categories: Korean drama, the Korean celebrities

2.8.1.1. Impact of Korean Drama on Country Image

According to Escalas and Stern (2003), a drama significantly affects the emotion and cognition of the audiences, and sympathy and empathy indicate emotional reactions.

Kim *et al.* (2014) studied the impact of Korean wave in Indonesia, and the result shows that scenario and characters of Korean dramas have successfully touched Indonesians' emotions, such as, sympathy and empathy, and this emotional touch has resulted in the positive image of Korea. Their study implies that consumers' attitude toward cultural elements of a foreign country impacts on their image of the home country (Kim *et al.*, 2014).

2.8.1.2. Impact of Korean Celebrities on Country Image

According to Spry *et al.* (2011), the credibility of celebrity endorser (e.g. attractiveness, trustworthiness) has direct and positive impact on the brand credibility. Sabunwala (2013) also concluded that celebrity endorsement significantly impact brand Image.

Creighton (2009) noted that Korean star, Pae Yong-chun who starred in K-drama, *Winter Sonata*, has "likely done more to contribute to positive relation between Japan and Korean than most of Japan's political leaders".
Owing to their immense popularity, Korean celebrities contributed to diplomatic area. Korean actor Jang Dong-gun and actress Kim Nam-ju was labelled as national stars in Vietnam, so they were invited to the dinner that Korean president hosted for Vietnamese President in 2001. "BoA" were also invited to Korean-Japan summit conference as the symbol of cultural exchanges between two countries in Tokyo in 2003 (Shim, 2006)

2.8.2. Impact of Country Image on Brand

Consumers' perceptions about products are significantly different according to the countries in which the products were made. These perceptions about a country or country image significantly affect consumers' attitudes towards brands made in the country (Han, 1990).

According to Lin and Chen (2006), consumers use the “made-in” cue as a way to evaluate the supposed “superiority” or “inferiority” of a product depending on their perception of the particular country’s competence.

Since consumers’ perception of a particular country-of-origin influences their evaluation of products from that country, this will influence their preference, purchase intention and choice of a particular brand (Yasin et al., 2007).

2.8.3. Impact of Brand Awareness on Brand Equity

In Yasin et al. (2007)'s study, three dimensions, namely brand distinctiveness, brand loyalty and brand awareness/associations have a meaningful influence on brand equity.
This indicates that the these dimensions of brand equity actually build the brand assets on which the evaluation of brand is based. Therefore, the development of brand equity is rooted in these dimensions.

The equity of a brand is partly measured in terms of the awareness it evokes. Increasing the level of awareness raises the possibility that the brand will be in the consideration set (Nedungadi, 1990) which will affect consumers’ behavior. Purchase decisions that are in favor of the brand helps forming brand equity (Yasin et al. 2007).

Brand associations, which bring about high brand awareness, are positively related to brand equity because they can be a sign of commitment and quality and they help a customer consider the brand at the time of purchase, which leads to a favorable behavior for the brand (Aaker, 1991).

2.8.4. Impact of Brand Equity on Purchase Intention
Aaker (1991) noted that customers who perceive a higher value in a brand are more willing to buy it. Previous researches have found a positive impact of brand equity on consumers’ purchase intentions.

Cobb-Walgren et al. (1995) explored the effect of brand equity on consumer preferences and purchase intentions across two categories for comparative analysis ; hotels (a service category with high risk) and household cleaners (a product category with lower risk). The result showed that in both categories, brands with the higher equity caused significantly greater preferences and purchase intentions.
Similar results were found by Buil et al. (2013). They investigated the effects of brand equity on purchase intention, brand preference, consumers’ willingness to pay price premiums, consumers’ attitude towards brand extensions through the researches of three categories; sportswears, electronics, cars. They found a positive influence of overall brand equity on purchase intention. According to them, the influence of brand equity on these factors can provide greater performance and profitability to firms.

2.9. Previous Studies

2.9.1. Kim et al. (2014), "Wave of home culture and MNC performance: The Korean Wave (Hallyu)"

Kim et al. (2014) explored how consumers' exposure to foreign cultures affects their purchase experience from the country, and it was tested by "Korean wave", especially Korean drama and Indonesian consumers. They postulated that consumers' emotional reactions, such as, sympathy and empathy induced by foreign cultural elements influenced its country image. They also postulated that enhanced country image affect the perceived product quality and corporate ability of the country's MNC (multinational corporations) and finally lead to their purchase experience.

They assessed their model, by CFA (a confirmatory factor analysis) and final results indicated an excellent fit of the measurement model (chi-square value is 1,768.53 on df = 824). This results revealed that foreign culture's emotional touch resulted in positive country image, and this raised consumers' evaluations of the product and corporate image of the country, which finally lead to consumers' purchase experience. Country image played a important mediating role in their model.
2.9.2 Han (1990), "Testing the Role of Country Image in Consumer Choice Behaviour"

This study examined the role of country image in consumer choice behavior across different countries. Han (1990) considered that country image affect consumers' attitudes towards brands and purchase intention.

This research explored the impact of country image on consumers' attitudes towards brands and consumers' intentions to purchase brands.

Car and TV brands from three different countries (US, Japan, Korea) were examined and research was conducted in US. Each of three countries represents different levels of product familiarity; US for high familiarity, Japan for moderate familiarity, Korea for low familiarity. Total of 11 brands from three countries were selected; 6 brands for TV (RCA, GE, Toshiba, Panasonic, Samsung, LG) and 5 brands for car (Buick Skyhawk, Ford Escort, Toyota Celica, Honda Accord, Hyundai Excel).

Chi-square test was used to compare the result across brands from different countries, and the results revealed that country image was more prone to affect on purchase intentions for an unfamiliar country's brand than for a familiar country's brand. However, regarding consumers' attitudes towards brands, country image didn't show significant differences among three countries.
2.9.3. Sasmita and Suki (2015), "Young consumers’ insights on brand equity"

This paper explored the impacts of brand awareness, brand loyalty, brand association, and brand image on brand equity. Sasmita and Suki (2015) considered that brand awareness, brand loyalty, brand association, and brand image positively affected brand equity.

Respondents were young consumers who were university students in Malaysia, possessing a smartphone and enjoy SNS (Social Network Service). Four brands (Adidas, Nike, Puma, Levi’s) were selected for this research.

Multiple regression analysis was executed to test hypotheses and the results showed among four independent variables, brand awareness has the biggest effect on brand equity (the standardized $\beta$ coefficients = 0.424).

All of four independent variables positively affect brand equity; brand loyalty (the standardized $\beta$ coefficients = 0.231), brand association (the standardized $\beta$ coefficients = 0.240), brand image (the standardized $\beta$ coefficients = 0.369).

According to this study, young consumers get brand awareness from the social media, and can compare the brand with competing brands.
2.9.4. Buil et al. (2013), "The influence of brand equity on consumer responses"

Buil et al. (2013) suggested and tested a model to understand brand equity better and explore the influences of brand equity on consumers’ responses, and a research was conducted by six brands which are Adidas, Nike, Sony, Panasonic, BMW, Volkswagen and consumers in two European countries, UK and Spain.

Overall brand equity was postulated to be affected by perceived quality, brand association and brand loyalty. On the other hand, overall brand equity was also postulated to have influence on consumers' response, such as, consumers’ willingness to pay price premiums, consumers’ attitude towards brand extensions, brand preference and purchase intention.

Hypotheses were tested using Structural Equation Modeling (SEM) and multi-group confirmatory factor analysis was also conducted for cross-national study. The overall fit of their model was turned out to be good, and only a few differences were found across two countries.

The results revealed that brand equity dimensions are the main drivers of overall brand equity, and they inter-relate. Brand awareness positively affects perceived quality and brand associations. Brand loyalty is mainly affected by brand associations. The results also indicate the positive impact of brand equity on consumers’ responses; willingness to pay price premiums (coefficient = 0.689), attitude towards brand extensions (coefficient =0.646), brand preference (coefficient = 0.814) and purchase intention (coefficient =0.175).
2.10. Critical Analysis

Four previous studies reviewed above were related by country image and brand equity. Country image was studied in both Kim et al. (2014) and Han (1990). Kim et al. (2014) considered a country image as mediating variables while Han (1990) assumed it as independent variables.

Kim et al. (2014) postulated that a country image was affected by the country's popular culture elements, and in turn, influenced corporate image and product evaluation. Han (1990) considered country image affect both attitudes towards brand and purchase intention.

Brand equity or similar concept of variables were examined in all of four studies. They were set as mediating variables affecting consumers' behavior, e.g. purchase intention. In Kim et al. (2014), corporate image played a similar mediating role as brand equity.

From the four previous studies shown above, the researcher could see the flow of impacts; from popular culture to country image, from country image to brand equity, from brand equity to purchase intention.

As a result of this finding, the researcher got to realize that country image and brand equity of the country could play a role as mediating variables on the process of Korean wave's impact on consumers' purchase intention.
<table>
<thead>
<tr>
<th>Author Name</th>
<th>Research Title</th>
<th>Objective</th>
<th>Methodology</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kim, D.K., Cho S.D., Jung G.O. (2014)</td>
<td>Wave of home culture and MNC performance: The Korean Wave</td>
<td>To find how consumers' exposure to foreign culture affects their purchase experience</td>
<td>The impact of emotions from foreign culture on consumer's purchase experience, Tested by CFA, 533 Indonesian</td>
<td>Foreign culture's emotional touch lead to positive country image, and this raised consumers' evaluations of the product and corporate image of the country, which finally result in consumers' purchase experience</td>
</tr>
<tr>
<td>Han, C.Min (1990)</td>
<td>Testing the Role of Country Image in Consumer Choice Behaviour</td>
<td>To find the role of country image in consumer choice behavior</td>
<td>The impact of country image on consumers' attitudes towards brands and purchase intentions across different countries, Tested by Chi-square test, 116 American</td>
<td>Country image is more prone to affect on purchase intentions for an unfamiliar country's brand than for a familiar country's brand</td>
</tr>
<tr>
<td>Sasmita, J., Suki, N.M. (2015)</td>
<td>Young consumers’ insights on brand equity</td>
<td>To explore the impacts of brand awareness, brand loyalty, brand association, and brand image on brand equity</td>
<td>The impacts of brand awareness, loyalty, association, and brand image on brand equity, Tested by Multiple regression analysis, 200 Malaysian university student</td>
<td>Among four independent variables, brand awareness has the biggest effect on brand equity.</td>
</tr>
<tr>
<td>Buil, I., Martinez, E., Chernatony, L. (2013)</td>
<td>The influence of brand equity on consumer responses</td>
<td>To propose a model to understand brand equity better and explore the influences of brand equity on consumers’ responses</td>
<td>The impact of brand equity on consumers’ response, Tested by SEM, 607 respondents</td>
<td>Brand equity has the positive impact on consumers’ responses (willingness to pay price premiums, attitude towards brand extensions, brand preference, purchase intention)</td>
</tr>
</tbody>
</table>
CHAPTER 3
Research Frameworks

In this chapter, research frameworks are explained. First part is for theoretical frameworks in previous studies, and followed by discussions of conceptual framework and research hypotheses. Operationalization of the variables are described in the last part of this chapter.

3.1. Theoretical Framework
The researcher uses 4 theoretical frameworks to support and organize the conceptual framework of this study. Each model deals with its own category (Korean wave, country image, brand equity etc.), but all of the 4 models are connected to each other by relating constructs.

3.1.1. Theoretical Model 1
Kim et al. (2014) studied the influences of popular home culture on its country image, its 'Multinational corporations' (MNC) performance and finally purchase experience of its products. The research topic was "Wave of home culture and MNC performance" and it was tested by a Korean MNC in Indonesia.

They considered home country image was influenced by emotion, such as, sympathy and empathy. For them, the country image is perceived by two important attributes which are 1) country's economic perception and 2) people image. They have postulated that country image has influenced on perceived quality and corporate image. Finally, Kim et al. (2014) assumed that purchase experience attributed by state consumption and brand trust, is affected by perceived quality and corporate image. From their model, sympathy, empathy, country image,
corporate image, purchase experience are chosen to construct the conceptual framework of this study.

**Figure 3.1.** Wave of home culture and MNC performance: The Korean Wave (Hallyu)

![Diagram of Wave of home culture and MNC performance](image)

Source: Kim et al. (2014)

### 3.1.2. Theoretical Model 2

Han (1990) explored the role of country image in consumer choice behavior, that is, consumers' attitudes towards brands and purchase intention. Three different countries (US, Japan, Korea) were selected for comparison and 11 brands in car and TV from these three countries were researched by US respondents.

Country image was postulated to affect consumers' purchase intention directly or indirectly, through consumers' attitudes towards brands.
From this model, Country image, consumers' attitudes towards brands, consumers' purchase intention are chosen to construct the conceptual framework of this study.

**Figure 3.2. Testing the Role of Country Image in Consumer Choice Behavior**

![Diagram showing the relationship between Country Image, Attitude Towards Brand, and Purchase Intention]

Source: Han (1990)

### 3.1.3. Theoretical Model 3

Sasmita and Suki (2015) examined the impacts of brand awareness, brand loyalty, brand association, and brand image on brand equity. They considered that brand awareness, brand loyalty, brand association, and brand image positively affected brand equity.

The research topic was "young consumers’ insights on brand equity” and it was tested by 200 young consumers who were university students in Malaysia, enjoying online SNS through smartphone. Four brands (Adidas, Nike, Puma, Levi’s) were selected for this research.

From this model, brand awareness, brand equity are chosen to construct the conceptual framework of this study.
3.1.4. Theoretical Model 4

Buil et al. (2013) investigated the effects of overall brand equity on consumer responses towards brands by the six brands which are Adidas, Nike, Sony, Panasonic, BMW, Volkswagen and consumers in UK and Spain.

They considered how brand awareness affected perceived quality and brand association. Also, perceived quality and brand association were considered to affect both brand loyalty and overall brand equity. Brand loyalty was considered to have influence on overall brand equity. In this model, overall brand equity was postulated to be affected by perceived quality, brand association and brand loyalty. Overall brand equity was also postulated to have influence on consumers' response, such as, consumers’ willingness to pay price premiums, consumers’ attitude towards brand extensions, brand preference, and purchase intention.
From this model, brand awareness, brand equity and purchase intention are chosen to construct the conceptual framework of this study. Buil et al. (2013)'s model is illustrated in Figure 3.4

**Figure 3.4.** The influence of brand equity on consumer responses

3.2. Conceptual Framework

A conceptual framework is a theoretical structure of assumptions that holds together the ideas comprising a broad concept. Shields and Rangarajan (2013) define a conceptual framework as “the way ideas are organized to achieve a research project’s purpose”. The researcher used 4 theoretical models shown above to construct the conceptual framework of this study. Theoretical model 1 was used as the main foundation and the others were added for a eclectic better model.
3.2.1. Overall Relationship between Variables

The variables used in the conceptual framework can be categorized into following 4 groups which include Korean wave, country image, brand attitudes and purchase intention. Factors of each group are given as follows.

Group 1 covers factors that are related to Korean wave, they include sympathy and empathy from Korean drama, the attractiveness of Korean celebrity.

Group 2 covers factors that are related to the country image of Korea, they are the affective image of Korea, the cognitive image of Korea.

Group 3 covers factors that are related to consumers' attitudes towards Korean cosmetic brand (Skinfood), they include brand awareness, brand equity of Korean cosmetic brand (Skinfood).

Group 4 is consumers' response, which is the purchase intention of cosmetics of Korean brand (Skinfood).

Country image of Korea (affective, cognitive) is influenced by the variables in group 1: factors that are related to Korean wave which are sympathy and empathy from Korean drama, the attractiveness of Korean celebrity.
In turn, the country image of Korea (affective, cognitive) affects brand awareness of Korean cosmetics, brand awareness of Korean cosmetics is postulated to affect the brand equity of Korean cosmetics. Moreover, the country image of Korea (affective, cognitive) affects the purchase intention of Korean cosmetics.

Finally, in this conceptual framework, the variables related to Korean wave are considered to have influence on the country image of Korea, which can be divided into two parts; affective, cognitive. The researcher postulated that the image of Korea influences brand awareness of Korean cosmetics, which affects brand equity of Korean cosmetics, and brand equity of Korean cosmetics affects purchase intention of Korean cosmetics.

In summary, Korean wave is considered to affect the purchase intention of Korean cosmetics through the effects on the country image of Korea and consumers' attitudes towards Korean cosmetic brands. The framework of this study is illustrated in Figure 3.5.

The model is modified from the four related theoretical frameworks. All the variables selected will be subsequently discussed in the following sections.
3.2.2. Variables Related to Korean Wave

Kim et al. (2014) from theoretical model 1, considered the country image of Korea was influenced by the emotion from Korean drama attributed by sympathy and empathy. One more variable is assumed to influence the country image of Korea: the attractiveness of Korean celebrity; they are added.

Spry et al. (2011) studied the impact of celebrity endorsement, and the research title was "Celebrity endorsement, brand credibility and brand equity". In their research, they considered 'credibility of celebrity endorser' was attributed by following three factors:
attractiveness, expertise, trustworthiness. They assumed that 'credibility of celebrity endorser' affect both brand credibility and brand equity. Based on this, attractiveness is chosen as the attributes of Korean celebrities, which are considered to have influence on the country image of Korea.

Finally, in this conceptual framework, the effect of Korean wave on the country image of Korea comprises three variables: the sympathy from Korean drama, the empathy from Korean drama, the attractiveness of Korean celebrities.

3.2.3. Variables Related to the Country Image of Korea

Kim et al. (2014) from theoretical model 1, considered the country image was attributed by two important factors; country's economic perception and people image.

In their study, country's economic perception refers to consumers' perception about the life condition, and the richness of the country, and whether the country is economic leader or not etc. On the other hand, people image means consumers' perception about people of country, which is politeness, honesty, thoughtfulness.

The researcher generalized these two attributes to affective and cognitive country image; generalized people image to the affective country image, economic perception to the cognitive country image.

Country image has both a cognitive and affective dimension in several previous researches (e.g. Häubl, 1996; Laroche et al., 2005). Cognitive components in these research usually
includes economic, technological situation and life conditions, and affective components in these research usually includes people image.

The cognitive and affective components in previous studies are similar as country's economic perception and people image in Kim et al. (2014) and more comprehensive.

Based on this, the image of Korea in this study is separated into two parts: the affective image and the cognitive image.

3.2.4. Variables Related to Consumers' Attitudes towards Korean Cosmetic Brands

Han (1990) from theoretical model 2, postulated that the country image influenced consumers' attitudes towards brands, and Sasmita and Suki (2015) from theoretical model 3, assumed that brand awareness affected brand equity.

Based on this, the researcher breaks down consumers' attitudes towards brands into following two variables: brand awareness and brand equity of Korean cosmetics (Skinfood).

3.3. Research Hypotheses

A hypothesis is a proposed explanation or an idea for a phenomenon that is not proven but leads to further study or discussion (Kang & Jung, 2005).

Based on conceptual framework shown in Figure 3.5, the researcher proposes 12 hypotheses. The arrows in this framework represent the directions of impacts between variables, so each arrow can be converted to one hypothesis. Finally, the hypotheses of this study are as follows:
H₁₀. Sympathy induced by Korean drama has no significant effect on the affective image of Korea.

H₁₁. Sympathy induced by Korean drama has a significant effect on the affective image of Korea.

H₂₀. Sympathy induced by Korean drama has no significant effect on the cognitive image of Korea.

H₂₁. Sympathy induced by Korean drama has a significant effect on the cognitive image of Korea.

H₃₀. Empathy induced by Korean drama has no significant effect on the affective image of Korea.

H₃₁. Empathy induced by Korean drama has a significant effect on the affective image of Korea.

H₄₀. Empathy induced by Korean drama has no significant effect on the cognitive image of Korea.

H₄₁. Empathy induced by Korean drama has a significant effect on the cognitive image of Korea.

H₅₀. The attractiveness of Korean celebrities has no significant effect on the affective image of Korea.

H₅₁. The attractiveness of Korean celebrities has a significant effect on the affective image of Korea.
H_{6o}. The attractiveness of Korean celebrities has no significant effect on the cognitive image of Korea.

H_{6a}. The attractiveness of Korean celebrities has a significant effect on the cognitive image of Korea.

H_{7o}. The affective image of Korea has no significant effect on the brand awareness of K-cosmetics (Skinfood).

H_{7a}. The affective image of Korea has a significant effect on the brand awareness of K-cosmetics (Skinfood).

H_{8o}. The cognitive image of Korea has no significant effect on the brand awareness of K-cosmetics (Skinfood).

H_{8a}. The cognitive image of Korea has a significant effect on the brand awareness of K-cosmetics (Skinfood).

H_{9o}. The brand awareness of K-cosmetics (Skinfood) has no significant effect on the brand equity of K-cosmetics (Skinfood).

H_{9a}. The brand awareness of K-cosmetics (Skinfood) has a significant effect on the brand equity of K-cosmetics (Skinfood).

H_{10o}. The brand equity of K-cosmetics (Skinfood) has no significant effect on consumers' purchase intention of K-cosmetics (Skinfood).
$H_{10a}$. The brand equity of K-cosmetics (Skinfood) has a significant effect on consumers' purchase intention of K-cosmetics (Skinfood).

$H_{11o}$. The affective image of Korea has no significant effect on consumers' purchase intention of K-cosmetics (Skinfood).

$H_{11a}$. The affective image of Korea has a significant effect on consumers' purchase intention of K-cosmetics (Skinfood).

$H_{12o}$. The cognitive image of Korea has no significant effect on consumers' purchase intention of K-cosmetics (Skinfood).

$H_{12a}$. The cognitive image of Korea has a significant effect on consumers' purchase intention of K-cosmetics (Skinfood).
### 3.4. Operationalization of Variables

#### Table. 3.1. Operationalization of Variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Conceptual Definition</th>
<th>Operational Component</th>
<th>Level of Measurement</th>
</tr>
</thead>
</table>
| Sympathy       | feeling of compassion, understanding                                                  | the degree of feelings below while watching K-drama:  
1. understanding characters' feeling  
2. understanding characters' concerns  
3. understanding the events  
4. trying to understand characters' motivation  
5. recognition characters' problems | 5-point Likert scale                                                                |
| Empathy        | to share another person's feelings and emotions as if they were your own               | the degree of feeling below while watching K-dramas (feeling as if ---) :  
1. I were an active part of the unfolding events  
2. I were one of the characters  
3. characters' feeling were my own  
4. the events happened to me  
5. experience same feeling as characters | 5-point Likert scale                                                                |
| Attractive -ness | pleasant, charming appearance                                                          | the degree of evaluation on K-celebrity :  
1.attractive, 2.classy, 3.beautiful, 4.elegant, 5.sexy | 5-point Likert scale                                                                |
| Affective country image | consumers' emotional reactions toward a country | the degree of association Korea with being --- :  
1.nice, 2.friendly, 3.pleasant, 4.peaceful | 5-point Likert scale                                                                |
| Cognitive country image | consumers' beliefs of a country based on fact | the degree of association Korea with being --- :  
1.rich, 2.high level of education, 3.technologically advanced, 4.hardworking | 5-point Likert scale                                                                |
| brand awareness | the extent to which a brand is recognized                                                | the degree of following :  
1.awareness of brands  
2.ability to imagine brand in mind  
3. ability to recall characteristics of brand quickly  
4. having an opinion about brand | 5-point Likert scale                                                                |
| brand equity   | the tremendous value inherent in a wellknown brand name                                | the degree of following :  
1.prefer to buy despite another with same feature  
2.prefer to buy despite another as good as Skinfood  
3.prefer to buy despite another with same price  
4.It will be smarter to buy Skinfood not other. | 5-point Likert scale                                                                |
| purchase intention | intends to buy a particular goods or service                                           | the degree of following :  
1.would buy  
2.would seriously consider buying  
3. likely to buy  
4. plan on buying | 5-point Likert scale                                                                |
CHAPTER 4
Research Methodology

This chapter details the research methodology in this study and is divided into the following parts. The first section describes the research method of the study and the second section describes research design including target population, sample size and sampling procedures. Next, the research instruments/questionnaire, data collection and the result of pretest are discussed. Finally, the statistical analysis used for the hypothesis testing is explained.

4.1. Research Method

A descriptive research and a correlational research methodology was used for this study. The descriptive research approach is a basic research method that examines the situation, as it exists in its current state (Williams, 2007). In this study, each variable was described by frequency or percentage, and mean and standard deviation was also provided.

Correlation was defined as a statistical test to establish patterns for two variables by Creswell (2002). According to Williams (2007), the purpose of a correlational study is to establish whether two or more variables are related. The relationship between each variable of this study was described by correlational coefficient.
4.2. Research Design

The main purpose of this study is to investigate the impacts of Korean wave on country image of Korea, consumers' attitudes towards Korean brands and finally, consumers' responses, such as, purchase intention.

In order to test the hypothetical relationships, the research was conducted in Bangkok and Chonburi of Thailand, in which Korean wave is prevalent and popular.

Korean cosmetics are chosen as Korean product because consumers can connect the good looking of actors/actresses with Korean cosmetics. Actually, lots of actors/actresses in K-drama can be easily seen on advertisement of Korean cosmetics, and cosmetics is one of important sellers among Korean products overseas. As Korean cosmetic brands, "Skinfood" which is the most popular brand in Thailand was chosen.

4.2.1. Target Population

The target population can be defined as the complete set of cases or group members of a specific population that are related to the research (Zikmund, 2003).

Target population in this research is a set of women in Thailand who have experienced Korean wave. Independent variables of this study are related to Korean wave, especially Korean drama and Korean celebrities, so respondents are required to have some experience with Korean drama and know some Korean celebrities.
People in Thailand are chosen as target population because Thailand, especially Bangkok and Chonburi, have been quite open to international culture and Korean wave is commonly enjoyed. Thailand is considered as one of the countries in which Korean wave is popular (Shim, 2006).

Bangkok, the capital of Thailand, is a cosmopolitan city where many foreigners reside or visit. Chonburi where some factories of Korean companies, such as Samsung, LG, POSCO locate, is also good area for this research because the workers of these factories are probably more familiar to Korean culture and Korean wave.

The reason why target population is limited to women is that dependent variable is the purchase intention of cosmetics.

Furthermore, it is desirable for respondents to have a plan to purchase cosmetics because the dependent variable is the purchase intention of Korean cosmetics. Thus, this research asked respondents to answer under the assumption that they have the plan to buy cosmetics.

In summary, target population of this research are women in Bangkok and Chonburi of Thailand under the assumption that they have the purchase plan of cosmetics, who have experienced Korean wave.
4.2.2. Sample size

The researcher determined sample size using the population research sample table (Anderson, 1996) shown below.

Target population, women in Bangkok and Chonburi in 2014 reached total of 3,722,152 (Bangkok : 2,996,765, Chonburi : 725,387). Based on the table 4.1. shown below, the required sample size is 384 with the confidence level at 5%.

**Table 4.1 Theoretical Sample Size of Different Population**

<table>
<thead>
<tr>
<th>Population/ Sampling Frame</th>
<th>Required Sample for Tolerable Error</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>100</td>
<td>79</td>
</tr>
<tr>
<td>500</td>
<td>217</td>
</tr>
<tr>
<td>1,000</td>
<td>277</td>
</tr>
<tr>
<td>5,000</td>
<td>356</td>
</tr>
<tr>
<td>50,000</td>
<td>381</td>
</tr>
<tr>
<td>100,000</td>
<td>382</td>
</tr>
<tr>
<td>1,000,000</td>
<td>384</td>
</tr>
<tr>
<td>25,000,000</td>
<td>384</td>
</tr>
</tbody>
</table>

4.2.3. Sampling Procedures

According to Saunders et al. (2009), non-probability sampling is the sampling technique in which possibility of each case being selected is unknown. There are four types in non-probability sampling, such as, judgment sampling, quota sampling, convenience sampling and snowball sampling. Among these, judgment sampling and convenience sampling were used for this research.

Step 1: Judgment sampling

Zikmund et al. (2013) stated that judgment sampling is sampling technique which chooses the sample according to personal judgment about some appropriate characteristics required for the sample.

According to this type of sampling, people who work in the factory of Korean companies, such as, Samsung, LG, POSCO were selected as respondents. They are chosen by the judgment that they are more familiar with Korean culture elements and have more possibility to experience it. People who work in the Embassy of Korea were also included by the same reason.

Step 2: Convenience sampling

Convenience sampling is defined as the technique of obtaining the sample who are most conveniently available (Saunders et al., 2009). Besides the sample who work in workplace related to Korea, other samples were obtained mostly from the acquaintances of the researcher, such as, classmates, neighborhoods, friends and their acquaintances.
4.3. Research Instrument/ Questionnaire

The questionnaire contained multiple measures of all eight variables of the model. The variables used in this paper were from relevant prior studies. A five-point Likert scale was applied to all of the measures ranging from (1) strongly disagree to (5) strongly agree.

The main sources of these variables are Kim et al. (2014), Spry et al. (2011) for items measuring Korean wave, Gerald Häubl (1996), Laroche et al. (2005) for the evaluation of country image, Yasin et al. (2007) for the evaluation of brand equity and the brand awareness, Buil et al. (2013) for the measuring purchase intention. Each variables were measured by 4-5 items.

The questionnaire of this study consists of following seven parts ; screening question, Korean drama, Korean celebrity, Korea, Korean cosmetic brand, the purchase intention of Korean cosmetics, and demographic factors. There are a total of 41 questions and the detail of each part is shown below:

Part 1 : Screening Question

Respondents of this study are required to know and have the experience about Korean wave, so screening questions were designed to test this qualification as following :

1) Have you ever had experience with any Korean drama?
1-1) When did you experience Korean drama?
2) Do you know any Korean celebrity?
Part 2: Korean drama
This part has two variables, which are sympathy and empathy derived from Korean drama. Both variables were measured by 5 items, so this part has total of 10 questions.

Part 3: Korean celebrity
This part has one variable, which are attractiveness attributing Korean celebrities. This variable were measured by total 5 questions.

Part 4: Korea
This part has two variables, which are the affective image and the cognitive image. Both variables were measured by 4 items, so this part has total of 8 questions.

Part 5: Korean cosmetic brand (Skinfood)
This part has two variables, which are the brand awareness, the brand equity of Skinfood. Both variables were measured by 4 items, so this part has total of 8 questions.

Part 6: The purchase intention of Korean cosmetics (Skinfood)
The purchase intention of Korean cosmetics was measured on the assumption that respondents are planning to buy cosmetics. This part has 4 questions.

Part 7: Demographic Factors
In this part, respondents were asked to answer some basic information, such as, age, education level, occupation etc. This part has 4 questions.
4.4. Data Collection

The data used in this research were primary data, and gathered through a questionnaire method. A total of 425 questionnaires were collected and valid questionnaires were 398 (271 from Bangkok, 127 from Chonburi). In Korean brand factory and the Embassy of Korea, data were distributed and collected by some Thailand workers who fully understood this research. Some other data were collected from author's acquaintances by author, and others were distributed and collected by author's acquaintances. In order to induce more sincere responses, a small gift was provided to each respondent.

4.5. Pretest

According to Cooper and Schindler (2011), pretest is a process to explore errors and mistakes in questions, sequencing of questions and instructions.

The researcher pretested the reliability of variables in this study by using Cronbach's Coefficient Alpha scale. The data were collected from 40 respondents who work in the Embassy of Korea in Thailand through a questionnaire method from 15th to 24th June 2015. The questionnaires were distributed by one of the Thailand workers and all of respondents understood the questionnaires very well and didn't show any confusion.

The reliability was tested about 8 variables of this research, which are sympathy, empathy, attractiveness, the affective image of Korea, the cognitive image of Korea, brand awareness of Korean cosmetics, brand equity of Korean cosmetics, the purchase intention of Korean cosmetics.

The reliability (Cronbach’s α) of the 8 variables ranged from 0.784 to 0.966.
Table 4.2. The value of Reliability Analysis (pretest)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Alpha</th>
<th>No. of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sympathy form K-drama</td>
<td>0.784</td>
<td>5</td>
</tr>
<tr>
<td>Empathy from K-drama</td>
<td>0.834</td>
<td>5</td>
</tr>
<tr>
<td>Attractiveness of K-celebrities</td>
<td>0.877</td>
<td>5</td>
</tr>
<tr>
<td>Affective image of Korea</td>
<td>0.862</td>
<td>4</td>
</tr>
<tr>
<td>Cognitive image of Korea</td>
<td>0.850</td>
<td>4</td>
</tr>
<tr>
<td>Brand awareness of K-cosmetics</td>
<td>0.906</td>
<td>4</td>
</tr>
<tr>
<td>Brand equity of K-cosmetics</td>
<td>0.966</td>
<td>4</td>
</tr>
<tr>
<td>Purchase intention of K-cosmetics</td>
<td>0.964</td>
<td>4</td>
</tr>
</tbody>
</table>

4.6. Statistical Treatment of Data

The computer software program, Statistical Package for the Social Sciences (SPSS 17) was used for all statistical data analysis. There are three aspects which are descriptive, reliability and inferential analysis to analyze the data.

Firstly, descriptive analysis was used to analyze the demographic factors to acquire information in frequency and percentage. The means and standard deviations are provided from testing questions of all variables. Secondly, reliability analysis was used to test the reliability of questions using Cronbrach’s Coefficient Alpha Test (α-test). Finally, inferential analysis was conducted to test hypotheses. The relationship or correlation between variables was analyzed by Pearson correlation.
CHAPTER 5

Presentation of Data and Critical Discussion of Results

This chapter presents and discusses the results of analysis of the data from 398 respondents, Thai women who have experienced Korean wave. The researcher used statistical analysis tools to examine the relationship of demographic variables, and variables regarding research hypotheses. There were three aspects which were descriptive, reliability and inferential analysis to analyze the data.

5.1. Descriptive Analysis of Demographic Factors

In this part, the demographic data, such as, age, education level, occupation, marriage status, are analyzed.

Table 5.1. The analysis of "Age" using Frequency and Percentage

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>52</td>
<td>13.1</td>
<td>13.1</td>
</tr>
<tr>
<td>18-24</td>
<td>107</td>
<td>26.9</td>
<td>39.9</td>
</tr>
<tr>
<td>25-34</td>
<td>132</td>
<td>33.2</td>
<td>73.1</td>
</tr>
<tr>
<td>35-44</td>
<td>74</td>
<td>18.6</td>
<td>91.7</td>
</tr>
<tr>
<td>45-54</td>
<td>33</td>
<td>8.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>398</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.1 shows that most of respondents (73.1%) are under 34 years old, and respondents in age group 25-34 years old accounts for the biggest portion(33.2%).
Table 5.2. The analysis of "Education Level" using Frequency and Percentage

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or below</td>
<td>138</td>
<td>34.7</td>
<td>34.7</td>
</tr>
<tr>
<td>Some college</td>
<td>92</td>
<td>23.1</td>
<td>57.8</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>140</td>
<td>35.2</td>
<td>93.0</td>
</tr>
<tr>
<td>Graduate or above</td>
<td>28</td>
<td>7.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>398</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.2 shows that the biggest portion of respondents (35.2%) belongs to the group of bachelors' degree, followed by the group of high school or below (34.7%), and the portion of the group of graduate of above ranks the lowest (7.0%).

Table 5.3. The analysis of "Occupation" using Frequency and Percentage

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee</td>
<td>212</td>
<td>53.3</td>
<td>53.3</td>
</tr>
<tr>
<td>Manager</td>
<td>6</td>
<td>1.5</td>
<td>54.8</td>
</tr>
<tr>
<td>Student</td>
<td>80</td>
<td>20.1</td>
<td>74.9</td>
</tr>
<tr>
<td>Housewife</td>
<td>70</td>
<td>17.6</td>
<td>92.5</td>
</tr>
<tr>
<td>Other</td>
<td>30</td>
<td>7.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>398</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.3 shows that the biggest portion of respondents (53.3%) belongs to the group of Employee, followed by the group of student (20.1%), and the group of housewife (17.6%).
Table 5.4. The analysis of "Marriage Status" using Frequency and Percentage

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>275</td>
<td>69.1</td>
</tr>
<tr>
<td>Married</td>
<td>123</td>
<td>30.9</td>
</tr>
<tr>
<td>Total</td>
<td>398</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 5.4 shows that respondents in single group (275, 69.1%) are much more than respondents in married group (123, 30.9%).

5.2. Descriptive Analysis of the Variables

In this part, the descriptive analysis of the data will be presented by using Mean and Standard Deviation. First of all, the summary of 8 variables which were used in this study will be presented, and the detailed analysis of each variables will be followed.

Table 5.5. The analysis of 8 variables using Mean and Standard Deviation

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Independent Variables</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sympathy</td>
<td>3.3251</td>
<td>.54289</td>
</tr>
<tr>
<td>Empathy</td>
<td>3.2201</td>
<td>.61090</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>3.4548</td>
<td>.75311</td>
</tr>
<tr>
<td><strong>Mediating Variables</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affective image</td>
<td>3.4253</td>
<td>.66623</td>
</tr>
<tr>
<td>Cognitive image</td>
<td>3.5459</td>
<td>.66389</td>
</tr>
<tr>
<td>Brand awareness</td>
<td>3.4931</td>
<td>.68960</td>
</tr>
<tr>
<td>Brand equity</td>
<td>3.0126</td>
<td>.85293</td>
</tr>
<tr>
<td><strong>Dependent variable</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase intention</td>
<td>2.9089</td>
<td>.88474</td>
</tr>
</tbody>
</table>
Table 5.5 shown above presents the analysis of 8 variables in this study, which are sympathy & empathy induced by Korean drama, attractiveness of K-celebrities, affective & cognitive image of Korea, brand awareness & brand equity of K-cosmetics (Skinfood), and finally the purchase intention of K-cosmetics (Skinfood). These variables were measured by a five-point Likert scale ranging from (1) strongly disagree to (5) strongly agree, and the mean and standard deviation of the answer to each variable are provided for descriptive analysis.

Eight variables of this study consist of 3 independent variables (sympathy, empathy, attractiveness), 4 mediating variables (affective, cognitive, brand awareness, brand equity) and a dependent variable (purchase intention). As indicated in Table 5.5, the highest mean of 7 independent and mediating variables is the cognitive image of Korea with a mean of 3.55, and the lowest mean of 3.01 is to brand equity of K-cosmetics. Mean, especially, arithmetic mean or average is the most commonly used method to measure a central value of a discrete set of numbers, which can be obtained by the sum of the values divided by the number of values (Kang & Jung, 2005).

The mean of dependent variable (purchase intention) records 2.91 which is the lowest compared to the other mean values; it is just moderate level of agreement meaning that the level of purchase intention of Korean cosmetics is not high.

Standard deviations (SD) ranges from 0.54 (sympathy) to 0.88 (purchase intention). According to Kang and Jung (2005), standard deviation is a method to measure the dispersion of data. A high value of SD means that the points of data are spread widely and a SD close to 0 means that the points of data are close to the mean of the data. Therefore, the data purchase
intention can be said to be most spread among 8 variables, and the data of sympathy locates near the mean of data.

Up to now, the summarized analysis of total variables in this study was presented. The detailed analysis of each variables is provided as follows.

**Table 5.6. The analysis of "K-drama" using Mean and Standard Deviation**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Measures</th>
<th>Mean</th>
<th>Std. Devation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sympathy</td>
<td>While I was watching Korean drama, I understood what the characters were feeling.</td>
<td>3.23</td>
<td>.68</td>
</tr>
<tr>
<td></td>
<td>While I was watching Korean drama, I understood the concerns of the characters.</td>
<td>3.27</td>
<td>.80</td>
</tr>
<tr>
<td></td>
<td>While I was watching Korean drama, I understood the events as they occurred.</td>
<td>3.35</td>
<td>.79</td>
</tr>
<tr>
<td></td>
<td>While I was watching Korean drama, I tried to understand the characters' motivation.</td>
<td>3.39</td>
<td>.72</td>
</tr>
<tr>
<td></td>
<td>While I was watching Korean drama, I was able to recognize the problems that the characters faced.</td>
<td>3.39</td>
<td>.79</td>
</tr>
<tr>
<td>Empathy</td>
<td>While I was watching Korean drama, I felt that I was active part of the unfolding events.</td>
<td>3.14</td>
<td>.78</td>
</tr>
<tr>
<td></td>
<td>While I was watching Korean drama, I believed myself to be one of the characters.</td>
<td>3.10</td>
<td>.66</td>
</tr>
<tr>
<td></td>
<td>While I was watching Korean drama, I felt as if the events were happening to me.</td>
<td>3.28</td>
<td>.86</td>
</tr>
<tr>
<td></td>
<td>While I was watching Korean drama, I experienced many of the similar feelings that the characters portrayed.</td>
<td>3.51</td>
<td>.79</td>
</tr>
<tr>
<td></td>
<td>While I was watching Korean drama, I felt as if the characters' feeling were my own feelings.</td>
<td>3.08</td>
<td>.82</td>
</tr>
</tbody>
</table>
Table 5.6 shown above presents the analysis of 10 measures related to emotions (sympathy, empathy) from Korean drama.

As indicated in Table 5.6, the highest mean is "While I was watching Korean drama, I experienced many of the similar feelings that the characters portrayed" with a mean of 3.51, and the lowest mean of 3.08 is to "While I was watching Korean drama, I felt as if the characters' feeling were my own feelings". Standard deviations of 10 measures ranges from 0.66 to 0.86.

Table 5.7. The analysis of "K-celebrities" using Mean and Standard Deviation

<table>
<thead>
<tr>
<th>Variables</th>
<th>Measures</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive -ness</td>
<td>I think Korean celebrities are attractive.</td>
<td>3.54</td>
<td>.84</td>
</tr>
<tr>
<td></td>
<td>I think Korean celebrities are classy.</td>
<td>3.38</td>
<td>.76</td>
</tr>
<tr>
<td></td>
<td>I think Korean celebrities are beautiful.</td>
<td>3.55</td>
<td>.84</td>
</tr>
<tr>
<td></td>
<td>I think Korean celebrities are elegant.</td>
<td>3.40</td>
<td>.85</td>
</tr>
<tr>
<td></td>
<td>I think Korean celebrities are sexy.</td>
<td>3.41</td>
<td>.88</td>
</tr>
</tbody>
</table>

Table 5.7 shown below presents the analysis of 5 measures related to attractiveness of Korean celebrities.

As indicated in Table 5.7, the highest mean is "I think Korean celebrities are beautiful" with a mean of 3.55, and the lowest mean of 3.38 is to "I think Korean celebrities are classy". Standard deviations of 5 measures ranges from 0.76 to 0.88.
Table 5.8. The analysis of "Image of Korea" using Mean and Standard Deviation

<table>
<thead>
<tr>
<th>Variables</th>
<th>Measures</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affective Image</td>
<td>I associate Korea with &quot;nice&quot;.</td>
<td>3.54</td>
<td>.84</td>
</tr>
<tr>
<td></td>
<td>I associate Korea with &quot;friendly&quot;.</td>
<td>3.58</td>
<td>1.07</td>
</tr>
<tr>
<td></td>
<td>I associate Korea with &quot;pleasant&quot;.</td>
<td>3.80</td>
<td>.83</td>
</tr>
<tr>
<td></td>
<td>I associate Korea with &quot;peaceful&quot;.</td>
<td>2.78</td>
<td>.63</td>
</tr>
<tr>
<td>Cognitive Image</td>
<td>I associate Korea with &quot;rich&quot;.</td>
<td>3.32</td>
<td>.60</td>
</tr>
<tr>
<td></td>
<td>I associate Korea with &quot;technologically advanced&quot;.</td>
<td>3.45</td>
<td>1.09</td>
</tr>
<tr>
<td></td>
<td>I associate Korea with &quot;high level of education&quot;.</td>
<td>3.56</td>
<td>.83</td>
</tr>
<tr>
<td></td>
<td>I associate Korea with &quot;hardworking&quot;.</td>
<td>3.85</td>
<td>.99</td>
</tr>
</tbody>
</table>

Table 5.8 shown above presents the analysis of 8 measures related to the country image of Korea.

As indicated in Table 5.8, the highest mean is "I associate Korea with hardworking" with a mean of 3.85, and the lowest mean of 2.78 is to "I associate Korea with peaceful". Standard deviations of 8 measures ranges from 0.63 to 1.09.
Table 5.9. The analysis of "Korean Cosmetic Brand" using Mean and Standard Deviation

<table>
<thead>
<tr>
<th>Variables</th>
<th>Measures</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Awareness</strong></td>
<td>I am aware of Korean cosmetic brands (Skinfood).</td>
<td>3.68</td>
<td>.88</td>
</tr>
<tr>
<td></td>
<td>I can easily imagine Korean cosmetic brand (Skinfood) in my mind.</td>
<td>3.51</td>
<td>.87</td>
</tr>
<tr>
<td></td>
<td>Some characteristics of Korean cosmetic brands (Skinfood) come to my mind quickly.</td>
<td>3.63</td>
<td>.82</td>
</tr>
<tr>
<td></td>
<td>I have an opinion about Korean cosmetic brands. (Skinfood)</td>
<td>3.16</td>
<td>.77</td>
</tr>
<tr>
<td><strong>Brand Equity</strong></td>
<td>Even if another brand has same features as Korean cosmetic brands, I would prefer to buy Korean cosmetic brands. (Skinfood)</td>
<td>3.05</td>
<td>.93</td>
</tr>
<tr>
<td></td>
<td>If there is another brand as good as Korean cosmetic brands, I prefer to buy Korean cosmetic brands. (Skinfood)</td>
<td>2.93</td>
<td>.90</td>
</tr>
<tr>
<td></td>
<td>Even if another brand has the same price as Korean cosmetic brands, I would still buy Korean cosmetic brands. (Skinfood)</td>
<td>2.95</td>
<td>.89</td>
</tr>
<tr>
<td></td>
<td>Even if there is another brand very similar to Korean cosmetic brands, it will be smarter to purchase Korean cosmetic brands. (Skinfood)</td>
<td>3.11</td>
<td>1.02</td>
</tr>
</tbody>
</table>

Table 5.9 shown above presents the analysis of 8 measures related to consumers' attitudes towards Korean cosmetics brand (Skinfood), which are brand awareness and brand equity.

As indicated in Table 5.9, the highest mean is "I am aware of Korean cosmetic brands (Skinfood)" with a mean of 3.68, and the lowest mean of 2.93 is to "If there is another brand as good as Korean cosmetic brands, I prefer to buy Korean cosmetic brands" (Skinfood). Standard deviations of 8 measures ranges from 0.77 to 1.02.
### Table 5.10. The analysis of "Purchase Intention of Korean Cosmetics" using Mean and Standard Deviation

<table>
<thead>
<tr>
<th>Variables</th>
<th>Measures</th>
<th>Mean</th>
<th>Std. Devation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Intention</td>
<td>I would buy cosmetics of Korean brands. (Skinfood)</td>
<td>3.16</td>
<td>.91</td>
</tr>
<tr>
<td></td>
<td>I would seriously consider buying cosmetics of Korean brands. (Skinfood)</td>
<td>2.94</td>
<td>.96</td>
</tr>
<tr>
<td></td>
<td>It is very likely that I would buy cosmetics of Korean brands. (Skinfood)</td>
<td>2.98</td>
<td>.95</td>
</tr>
<tr>
<td></td>
<td>I plan on buying cosmetics of Korean brands. (Skinfood)</td>
<td>2.56</td>
<td>1.02</td>
</tr>
</tbody>
</table>

Table 5.10 shown above presents the analysis of 4 measures related to the purchase intention of Korean cosmetics brand (Skinfood).

As indicated in Table 5.10, the highest mean is "I would buy cosmetics of Korean brands (Skinfood)" with a mean of 3.16, and the lowest mean of 2.56 is to "I plan on buying cosmetics of Korean brands (Skinfood)".

Standard deviations of 4 measures ranges from 0.91 to 1.02.
5.3. Reliability Test

The purpose of reliability test is to ensure the questions of each variable are consistent. This test was done by using Cronbach’s Coefficient Alpha which is widely believed to indirectly indicate the degree to which a set of items measures a single one-dimensional latent construct.

**Table 5.11. The value of Reliability Analysis**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach’s Alpha (α)</th>
<th>No. of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sympathy form K-drama</td>
<td>0.763</td>
<td>5</td>
</tr>
<tr>
<td>Empathy from K-drama</td>
<td>0.832</td>
<td>5</td>
</tr>
<tr>
<td>Attractiveness of K-celebrities</td>
<td>0.942</td>
<td>5</td>
</tr>
<tr>
<td>Affective image of Korea</td>
<td>0.781</td>
<td>4</td>
</tr>
<tr>
<td>Cognitive image of Korea</td>
<td>0.727</td>
<td>4</td>
</tr>
<tr>
<td>Brand awareness of K-cosmetics</td>
<td>0.840</td>
<td>4</td>
</tr>
<tr>
<td>Brand equity of K-cosmetics</td>
<td>0.931</td>
<td>4</td>
</tr>
<tr>
<td>Purchase intention of K-cosmetics</td>
<td>0.939</td>
<td>4</td>
</tr>
</tbody>
</table>

The reliability test result tabulated in Table 5.11 shows that all variables’ values are greater than .6 indicating that all answers to the questions are consistent and reliable enough to be utilized as the research instrument in this study. Cronbach’s Coefficient Alpha of 8 variables of this research ranged from 0.727 (Cognitive image of Korea) to 0.942 (Attractiveness of K-celebrities).
5.4. Inferential Analysis

This section is to evaluate the relationships between 8 variables by using Pearson Correlation (Bivariate). First of all, the relationship between three independent variables (sympathy, empathy, attractiveness) and country image of Korea (affective, cognitive) will be presented, followed by the analysis of the relationship between mediating variables (affective image of Korea, cognitive image of Korea, brand awareness of K-cosmetics, brand equity of K-cosmetics).

And then, finally, the relationship between country image of Korea (affective, cognitive), brand equity of K-cosmetics and a dependent variable (purchase intention of K-cosmetics) will be analyzed.

5.4.1. Relationship between Korean wave and Country Image of Korea (H1~H6)

\[ H_{10}. \text{Sympathy induced by Korean drama has no significant effect on the affective image of Korea.} \]
\[ H_{20}. \text{Sympathy induced by Korean drama has no significant effect on the cognitive image of Korea.} \]
\[ H_{30}. \text{Empathy induced by Korean drama has no significant effect on the affective image of Korea.} \]
\[ H_{40}. \text{Empathy induced by Korean drama has no significant effect on the cognitive image of Korea.} \]
\[ H_{50}. \text{The attractiveness of Korean celebrities has no significant effect on the affective image of Korea.} \]
\[ H_{60}. \text{The attractiveness of Korean celebrities has no significant effect on the cognitive image of Korea.} \]
Table 5.12. Analysis of Relationship between Korean wave and Country Image of Korea

<table>
<thead>
<tr>
<th></th>
<th>Sympathy</th>
<th>Empathy</th>
<th>Attractiveness</th>
<th>Affective</th>
<th>Cognitive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sympathy</td>
<td>Pearson Correlation</td>
<td>1.00</td>
<td>.794**</td>
<td>.242**</td>
<td>.486**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>398</td>
<td>398</td>
<td>398</td>
<td>398</td>
<td>398</td>
</tr>
<tr>
<td>Empathy</td>
<td>Pearson Correlation</td>
<td>.794**</td>
<td>1.00</td>
<td>.236**</td>
<td>.525**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>398</td>
<td>398</td>
<td>398</td>
<td>398</td>
<td>398</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>Pearson Correlation</td>
<td>.242**</td>
<td>.236**</td>
<td>1.00</td>
<td>.418**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>398</td>
<td>398</td>
<td>398</td>
<td>398</td>
<td>398</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

This part presents the relationship between Korean wave and the country image of Korea. The result shows the significance value at .000 which is less than .01 (.000<.01) with implications that null hypothesis is rejected. Then, there is a significant relationship between the variables at the .01 significant level.

As indicated in Table 5.12, the correlation coefficients of sympathy and country image of Korea are 0.486 (affective image) and 0.393 (cognitive image), the correlation coefficients of empathy and country image of Korea are 0.525 (affective image) and 0.450 (cognitive image), and the correlation coefficients of attractiveness and country image of Korea are 0.418 (affective image) and 0.346 (cognitive image).

Lind et al. (2010) mentioned that the correlations is strong if the value is .50 to 1.0 or -.50 to -1.0. According to this, the correlation between empathy from Korean drama and affective image of Korea is positively strong (.525). In other words, an increase in empathy from Korean drama will highly increase the affective image of Korea.
Other correlation values, that are, .486 (sympathy and affective) .393(sympathy and cognitive), .450 (empathy and cognitive), .418 (attractiveness and affective) and .346 (attractiveness and cognitive) mean that there is a moderate positive linear relationship. The result also reveals that affective image of Korea has stronger relationship with independent variables than cognitive image of Korea.

In summary, there is a significant relationship between all of independent variables (sympathy, empathy, attractiveness) which represent Korean wave and country image of Korea (affective, cognitive). So, null hypotheses from H1 to H6 are rejected.

5.4.2. Relationship between Mediating Variables (country image of Korea, brand awareness of K-cosmetics, brand equity of K-cosmetics) (H7-H9)

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>H7o</td>
<td>The affective image of Korea has no significant effect on the brand awareness of K-cosmetics.</td>
</tr>
<tr>
<td>H8o</td>
<td>The cognitive image of Korea has no significant effect on the brand awareness of K-cosmetics.</td>
</tr>
<tr>
<td>H9o</td>
<td>The brand awareness of K-cosmetics has no significant effect on the brand equity of K-cosmetics.</td>
</tr>
</tbody>
</table>

This part presents the relationship between mediating variables, which are the relationship between the country image of Korea (affective, cognitive) and the brand awareness of K-cosmetics, and that of the brand awareness and the brand equity of K-cosmetics.

The result shows the significance value at .000 which is less than .01 (.000<.01) with implications that null hypothesis is rejected. Then, there is a significant relationship between the variables at the .01 significant level.
As indicated in Table 5.13, the correlation coefficient of the affective image of Korea and brand awareness of K-cosmetics is .357 and that of the cognitive image of Korea and brand awareness of K-cosmetics is .378. The correlation coefficient of brand awareness and brand equity of K-cosmetics is 4.18.

This correlation values shows a moderate positive linear relationship. In other words, an improvement in affective and cognitive image of Korea will increase brand awareness of K-cosmetics, and an increase of the brand awareness of K-cosmetics will also increase the brand equity of K-cosmetics. So, null hypotheses H7, H8, H9 are rejected.
5.4.3. Relationship regarding a Dependent Variable (purchase intention of K-cosmetics) (H10~H12)

**H10a.** The brand equity of K-cosmetics has no significant effect on consumers' purchase intention of K-cosmetics.

**H11a.** The affective image of Korea has no significant effect on consumers' purchase intention of K-cosmetics.

**H12a.** The cognitive image of Korea has no significant effect on consumers' purchase intention of K-cosmetics.

This part presents the relationship between 3 mediating variables (brand equity, affective, cognitive) and the purchase intention of K-cosmetics.

The result shows the significance value at .000 which is less than .01 (.000<.01) with implications that null hypothesis is rejected. Then, there is a significant relationship between the variables at the .01 significant level.

Table. 5.14. Analysis of Relationship regarding purchase intention of K-cosmetics

<table>
<thead>
<tr>
<th></th>
<th>affective</th>
<th>cognitive</th>
<th>equity</th>
<th>purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>affective</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.860**</td>
<td>.388**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>398</td>
<td>398</td>
<td>398</td>
<td>398</td>
</tr>
<tr>
<td>cognitive</td>
<td>Pearson Correlation</td>
<td>.860**</td>
<td>1</td>
<td>.285**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>398</td>
<td>398</td>
<td>398</td>
<td>398</td>
</tr>
<tr>
<td>equity</td>
<td>Pearson Correlation</td>
<td>.388**</td>
<td>.285**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>398</td>
<td>398</td>
<td>398</td>
<td>398</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**
As indicated in Table 5.14, the correlation coefficients of the image of Korea and the purchase intention of K-cosmetics are .479 (affective) and .409 (cognitive). This correlation values mean that there is a moderate positive linear relationship.

The correlation coefficient of brand equity and purchase intention of K-cosmetics is .835 which indicates a strong, positive linear relationship. In other words, an increase in brand equity of K-cosmetics will highly increase the purchase intention of K-cosmetics.

In summary, there is a significant relationship between three mediating variables (brand equity, affective, cognitive) and the purchase intention of K-cosmetics. So, null hypotheses H10, H11, H12 are rejected.
CHAPTER 6

Summary of Findings, Conclusions and Recommendations

In this chapter, the researcher explains the findings of this study based on the hypotheses and the objectives, and compares the results with previous research and studies. Conclusions and recommendations are also presented, and suggestion of further research is provided in the last part of this chapter.

6.1. Summary of Findings

As indicated in Table 6.1, all the twelve null hypotheses of this study are rejected. It means all the relationship between variables in twelve hypotheses are significant.

The correlation coefficient values range from .346 (H6. attractiveness of K-celebrities→the cognitive image of Korea) to .835 (H10. brand equity of K-cosmetics→purchase intention of K-cosmetics). Besides the relationship between brand equity and purchase intention of K-cosmetics, the relationship between empathy from K-drama and affective image of Korea is found to be very strong (.525)
Table 6.1. The Summary of Hypotheses Testing

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Correlation Coefficient</th>
<th>Significant Value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_{10}$. Sympathy induced by Korean drama has no significant effect on the affective image of Korea.</td>
<td>0.486</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{20}$. Sympathy induced by Korean drama has no significant effect on the cognitive image of Korea.</td>
<td>0.393</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{30}$. Empathy induced by Korean drama has no significant effect on the affective image of Korea.</td>
<td>0.525</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{40}$. Empathy induced by Korean drama has no significant effect on the cognitive image of Korea.</td>
<td>0.450</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{50}$. The attractiveness of Korean celebrities has no significant effect on the affective image of Korea.</td>
<td>0.418</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{60}$. The attractiveness of Korean celebrities has no significant effect on the cognitive image of Korea.</td>
<td>0.346</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{70}$. The affective image of Korea has no significant effect on the brand awareness of K-cosmetics.</td>
<td>0.357</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{80}$. The cognitive image of Korea has no significant effect on the brand awareness of K-cosmetics.</td>
<td>0.378</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{90}$. The brand awareness of K-cosmetics has no significant effect on the brand equity of K-cosmetics.</td>
<td>0.418</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{100}$. The brand equity of K-cosmetics has no significant effect on consumers' purchase intention of K-cosmetics.</td>
<td>0.835</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{110}$. The affective image of Korea has no significant effect on consumers' purchase intention of K-cosmetics.</td>
<td>0.479</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_{120}$. The cognitive image of Korea has no significant effect on consumers' purchase intention of K-cosmetics.</td>
<td>0.409</td>
<td>0.000</td>
<td>Rejected</td>
</tr>
</tbody>
</table>
6.2. Discussions and Conclusions

This study aims to investigate the impact of Korean wave on the purchase intention of Korean product, cosmetics and to find the process of this influence. Variables in this study are three independent variables which are Korean wave (sympathy, empathy, attractiveness), four mediating variables which are the country image of Korea (affective, cognitive), the brand awareness and the brand equity of Korean cosmetics, and finally, one dependent variable, the purchase intention of Korean cosmetics.

The researcher collected data from 398 respondents who are women in Bangkok and Chonburi, Thailand having experienced Korean wave. The data used in this research are primary data, and gathered through a questionnaire method. The data were analyzed using SPSS 17. The hypotheses testing revealed that all of twelve hypotheses had significant relationships between the variables. This study shows Korean wave has a positive impact on the country image of Korea, and positive country image can bring about the higher purchase intention of Korean cosmetics directly, or indirectly through the mediating effects of brand awareness and brand equity of Korean cosmetics. The detailed discussions based on hypotheses and questionnaire will be presented as follows.

The results of H1, H2, H3, H4 which showed the positive significant relationship between emotions from Korean drama (sympathy, empathy) and the country image of Korea (affective, cognitive) are consonant to the previous research conducted by Kim et al. (2014) where authors found a positive relationship between Korean wave's emotional touch (sympathy, empathy) and the country image of Korea.
Sympathy in this study means "feeling of compassion, understanding" and empathy means "sharing another person's feelings and emotions as if that person were their own". To improve the country image and promote Korean products, Korean drama need to be well made enough to touch the emotions of foreign audiences, such as, sympathy and empathy.

Furthermore, based on the results of H5 and H6, the attractiveness of Korean celebrities which are measured by 5 items ("attractive", "classy", "beautiful", "elegant", "sexy") was also uncovered to impact on the country image and the purchase intention of Korean products. In summary, from the results of H1~H6, the researcher concluded that Korean wave had a significant impact enough to be boosters for country image and eventually, good marketing sources for Korean products.

In this study, the country image of Korea played an important mediating role which connects Korean wave and the purchase intention of Korean products. First of all, the results of H7~H10 showed that positive country image could increase the purchase intention of Korean cosmetics by mediating effects of brand awareness and brand equity. In other words, positive country image of Korea improves brand awareness of Korean cosmetics (H7, H8), and then higher brand awareness brings about higher brand equity (H9), which finally, increases the purchase intention of Korea cosmetics (H10).

This finding is against to the result of Han (1990) where three different countries didn't show significant differences regarding the impact on consumers' attitudes towards their brands, but consonant to the results of Sasmita and Suki (2015) showing a positive relationship between
brand awareness and brand equity, and Buil et al. (2013) showing a positive relationship between brand equity and purchase intention.

Moreover, the result of H11, H12 revealed that country image of Korea could positively impact on the purchase intention of Korean cosmetics directly, without any mediating effects. This finding is consonant to the result of Han (1990) revealing a positive relationship between country image and purchase intention.

In summary, the country image of Korea in this study is crucial mediating variables that deliver the influence of Korean wave to the purchase intention of Korea products. Different from previous studies, the researcher divided the country image into two parts (affective, cognitive). Affective image of Korea means "consumers' emotional reactions towards Korea", which was measured by 4 items ("nice", "friendly", "pleasant", "peaceful"). Cognitive image of Korea means "consumers' beliefs of Korea based on fact", which was measured by 4 items ("rich", "high level of education", "technologically advanced", "hardworking").

In fact, affective country image showed more significant relationship with Korean wave, and purchase intention than cognitive image. On the other hand, cognitive country image was uncovered to have more significant relationship with brand awareness than affective image.

In conclusion, through this study, the researcher could confirm the prediction that Korean wave can be soft power of Korea which promotes country image and export of Korean products.
6. 3. Recommendations

South Korean government has the difficulty to develop and sustain the market relating to Korean wave because of insufficient information about market. It is essential for Korean government and large corporations who want to use Korean wave as business to figure out the situation of overseas market and make efficient marketing strategies based on the information of the market.

This research shows detailed information about consumers and markets related to Korean wave where Korean government and companies can find clues for supporting it effectively.

First of all, the results of H1, H2, H3, H4 revealed that sympathy, empathy from Korean dramas had a significant impact on country image and purchase intention. However, the mean values of both variables are below 3.5 (sympathy 3.32, empathy 3.22) which are not satisfactory yet, so they can be improved hopefully.

To stimulate sympathy, empathy, all of characters, events and storyline of dramas need to accord with audiences' emotion and background knowledge so that audiences may understand the situation in dramas easily, experience similar feelings as characters portrays. Therefore, the researcher recommends Korean entertainment companies to conduct research foreign cultures, nationalities thoroughly before making dramas for export, reflect these foreign factors actively in dramas. These factors will help foreign audiences understand the dramas deeply, and feel sympathy, empathy. Furthermore, the researcher recommends Korean government to support exports of well made dramas.
Secondly, the results of H5, H6 revealed that attractiveness of Korean celebrities also had a significant impact on country image and purchase intention. Based on this, The researcher encourages Korean government and companies to find more channels to use the attractiveness and popularity of Korean celebrities. For example, casting attractive actors/actress can help audiences being absorbed in dramas. Additionally, they can participate in global advertisement or even in diplomatic area for boosting country image.

Thirdly, the results of H7, H8, H11, H12 uncovered the potential of country image as marketing source, and specially, H11, H12 showed even the direct impacts of country image on purchase intention. In this context, the researcher specially recommends Korean government should pay attention to the impact of Korean wave. Positive country image exalted by Korean wave is valuable worth in itself, and furthermore it can promote Korean products.

The mean values of the country image of Korea are around 3.5 (affective 3.43, cognitive 3.55) which are not satisfactory yet. Possibly Korean government will be able to upgrade this level by supporting Korean wave. For example, dramas can reveal the daily life, culture, history of Korea, and the attractive fashion style of Korean celebrities can imply a high standard of living. In other words, the researcher would encourage Korean government to use Korean wave as an indirect diplomatic channel.
Based on the results of H9 showing the positive impacts of brand awareness on brand equity, the researcher recommends Korean companies to manage its brand more systematically because the mean value of brand awareness is 3.45 which is not satisfactory yet.

For higher awareness, brand has to be recognized easily and quickly. Korean companies should endeavor to deliver information in effective way. The researcher recommends companies to decide the representative trait that characterize the brand and focus on advertising this character because concise information has more impact than redundancy. It will be also helpful to develop logo or symbol reflecting this character. Additionally, Korean companies can use popular Korean celebrities for commercial advertisement.

In spite of the results of H10 showing the significant impact of brand equity on purchase intention, the mean value of brand equity is not satisfactory yet (3.01). Companies can promote brand equity by increasing brand awareness, as mentioned above.

In addition to that, the researcher would encourage Korean companies to develop the brand's own unique merits which can discriminate the brand from other competitive brands. Unique and distinctive merits can make customers select the brand among many similar items and purchase it continuously. It will improve brand equity, and finally, bring about the increase of purchase intention.
6. 4. Further Research

This research has a limitation regarding area, which is that the survey was done only on two selected cities: Bangkok and Chonburi, Thailand. So, the results of this study cannot be generalized to other regions. For more generalized information, future research can extend the scope of target regions to other cities of other countries.

Besides, this study examines the impact of Korean wave on the purchase intention of Korean cosmetics. However, popular culture might promote the consumption of much more products or even services related to it. So, future research can explore other products related to Korean wave besides cosmetics, such as, Korean food, Korean fashion items etc.

Furthermore, future research can examine other categories of Korean wave. In fact, Korean wave includes various categories besides dramas and celebrities, such as, movie, pop music, dance movement etc.
Bibliography


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IMF : International Monetary Fund (2015, October), World Economic Outlook Database.


Korean Culture and Information Service (KOCIS) official website (2015), retrieved from http://www.korea.net/index.jsp


Dear Sir /madam,

I'm a MBA student of Assumption University of Thailand. The MBA program requires me to do business research, and the topic for my research is about Korean culture elements and Korean product.

To complete this work, information related to the topic is needed. Your answer to this questionnaire will provide the required information. Please answer this questionnaire that reflects your true feeling. This will help me achieve good data for analysis and attain good findings.

Your answer will be used only for this research and will be kept confidential. Thank you very much for your time and effort spent for answering this questionnaire. You have really helped me to succeed. I greatly appreciate your contribution to my work.

Part 1: Screening Questions

1) Have you ever had experience with any Korean drama?

☐ Yes (Go to the next question and please answer, Thank you!)

☐ No (End of question. Thank you!)

1-1) When did you experience Korean drama?

☐ within 1 year ☐ within 3 years & longer than 1 year ☐ longer than 3 year

(Go to the next question and please answer, Thank you!)

2) Do you know any Korean celebrity?

☐ Yes (Go to the next page, and please answer the following questions. Thank you!)

☐ No (End of question. Thank you!)
Part 2: Korean Drama
(sympathy: no. 1~5, empathy: no. 6~10)

Please rate from 1 to 5.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th></th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>1</td>
<td>2</td>
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<tr>
<td>2</td>
<td></td>
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<tr>
<td>10</td>
<td></td>
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<td>2</td>
</tr>
</tbody>
</table>
**Part 3: Korean Celebrity (Attractiveness)**

**Please rate from 1 to 5.**

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I think Korean celebrities are attractive.</td>
<td>1</td>
<td>2</td>
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<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>I think Korean celebrities are classy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>I think Korean celebrities are beautiful.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>I think Korean celebrities are elegant.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>I think Korean celebrities are sexy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Part 4: Korea

(Affective image : no. 1~4, Cognitive image : no. 5~8)

Please rate from 1 to 5.
1=Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I associate Korea with &quot;nice&quot;.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>I associate Korea with &quot;friendly&quot;.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>I associate Korea with &quot;pleasant&quot;.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>I associate Korea with &quot;peaceful&quot;.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>I associate Korea with &quot;rich&quot;.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>I associate Korea with &quot;high level of education&quot;.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>I associate Korea with &quot;technologically advanced&quot;.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>I associate Korea with &quot;hardworking&quot;</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
### Part 5: Korean Cosmetic Brands (Skinfood)

(UNIT: 1-4: Brand Awareness, 5-8: Brand Equity)

Please rate from 1 to 5.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

<table>
<thead>
<tr>
<th></th>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I am aware of Korean cosmetic brands (Skinfood).</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>I can easily imagine Korean cosmetic brand (Skinfood) in my mind.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Some characteristics of Korean cosmetic brands (Skinfood) come to my mind quickly.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>I have an opinion about Korean cosmetic brands. (Skinfood)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Even if another brand has same features as Korean cosmetic brands, I would prefer to buy Korean cosmetic brands. (Skinfood)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>If there is another brand as good as Korean cosmetic brands, I prefer to buy Korean cosmetic brands. (Skinfood)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Even if another brand has the same price as Korean cosmetic brands, I would still buy Korean cosmetic brands. (Skinfood)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Even if there is another brand very similar to Korean cosmetic brands, it will be smarter to purchase Korean cosmetic brands. (Skinfood)</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
Part 6: Purchase Intention of Korean Cosmetics

Please rate from 1 to 5.

1=Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

(Please answer on the assumption that you are planning to buy cosmetics!!)

<table>
<thead>
<tr>
<th></th>
<th>I would buy cosmetics of Korean brands. (Skinfood)</th>
<th>Strongly Disagree</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I would seriously consider buying cosmetics of Korean brands. (Skinfood)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>It is very likely that I would buy cosmetics of Korean brands. (Skinfood)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>I plan on buying cosmetics of Korean brands. (Skinfood)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Part 7: Demographic information

1. Age
   - under 18
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55-64

2. Education
   - High school or below
   - some college
   - Bachelor’s degree
   - Graduate or above

3. Occupation
   - Employee
   - Student
   - Housewife
   - Other

4. Marriage Status
   - Single
   - Married

--- Thank You very much! ---
แบบสอบถามเพื่อการวิจัย

เรียน ผู้ตอบแบบสอบถามทุกท่าน
dิฉันเป็นนักศึกษาของมหาวิทยาลัยอัสสัมชัญหลักสูตรปริญญาบริหารธุรกิจ มหาบัณฑิต
หลักสูตรดังกล่าวประสงค์ให้ดิฉันจัดทำแบบสอบถามเกี่ยวกับการวิจัยธุรกิจซึ่งมีหัวข้อเกี่ยวกับองค์ประกอบของวัฒนธรรมและผลิตภัณฑ์จากประเทศเกาหลี

ข้อมูลที่เกี่ยวข้องนี้นำไปคัดกรองในการทำงานนี้ที่สมบูรณ์ ค้าตอบของท่านจะนำมาช่วยข้อมูลที่ต้อง
ประสงค์ ดังนั้น กรุณาตอบแบบสอบถามบุคคลตามความเป็นจริงเพื่อให้การวิเคราะห์ข้อมูลที่มีประสิทธิภาพสูงสุด

ค้าตอบของท่านจะถูกใช้ในการวิจัยนี้เท่านั้นและผู้วิจัยจะเก็บเป็นความลับ
ขอพระคุณที่สละแรงและเวลาในการทำแบบสอบถามครั้งนี้ ท่านได้ช่วยให้ดิฉันบรรลุเป้าหมายในการทำงานนี้ ดีนี้ขอพระคุณเป็นอย่างสูงอีกครั้ง

ตอนที่ 1: คำถามคัดกรอง

1) คุณเคยชมซีรีส์จากเกาหลี ฟังเพลงเกาหลี หรือรู้จักดาราเกาหลีบ้างหรือไม่

☐ ใช่ (กรุณาติดหลักที่ตอบ) จอจอหน้าถัดไป ขอบคุณค่ะ

☐ ไม่ใช่ (จบแบบสอบถาม ขอบคุณค่ะ)

1-1) คุณมีประสบการณ์ในชมซีรีส์จากเกาหลีบ้างหรือไม่

☐ ภายใน 1 ปี ☐ มากกว่า 1 ปีแต่น้อยกว่า 3 ปี ☐ มากกว่า 3 ปี

2) คุณรู้จักดาราเกาหลีบ้างหรือไม่

☐ ใช่ (กรุณาติดหลักที่ตอบ) จอจอหน้าถัดไป ขอบคุณค่ะ

☐ ไม่ใช่ (จบแบบสอบถาม ขอบคุณค่ะ)
ตอนที่ 2: ซีรีย์เกาหลี

(ความสามารถในการเข้าใจบทละคร: ข้อ 1 – 5, ความสามารถในการเข้าถึงบทละคร: ข้อ 6-10)

กรุณาประเมินค่าระดับ 1 ถึง 5

1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ปานกลาง, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง

<table>
<thead>
<tr>
<th></th>
<th>ฉันเข้าใจความรู้สึกของตัวละครในเรื่องซีรีส์เกาหลี</th>
<th>ไม่เห็นด้วย</th>
<th>ปานกลาง</th>
<th>เห็นด้วย</th>
<th>เห็นด้วยอย่างยิ่ง</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ฉันเข้าใจความรู้สึกของตัวละครในเรื่องซีรีส์เกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>ฉันเข้าใจความรู้สึกของตัวละครในเรื่องซีรีส์เกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>ฉันเข้าใจสถานการณ์ที่เกิดขึ้นในเรื่องซีรีส์เกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
<td>4</td>
<td>ฉันเข้าใจสถานการณ์ที่เกิดขึ้นในเรื่องซีรีส์เกาหลี</td>
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<td>2</td>
<td>3</td>
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<tr>
<td>5</td>
<td>ฉันรู้สึกมีส่วนร่วมในการรู้เห็นความเป็นไปของสถานการณ์ในเรื่องซีรีส์เกาหลี</td>
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<td>ฉันรู้สึกมีส่วนร่วมในการรู้เห็นความเป็นไปของสถานการณ์ในเรื่องซีรีส์เกาหลี</td>
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<tr>
<td>7</td>
<td>ฉันรู้สึกมีส่วนร่วมในการรู้เห็นความเป็นไปของสถานการณ์ในเรื่องซีรีส์เกาหลี</td>
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<td>2</td>
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<td>4</td>
</tr>
<tr>
<td>8</td>
<td>ฉันรู้สึกมีส่วนร่วมในการรู้เห็นความเป็นไปของสถานการณ์ในเรื่องซีรีส์เกาหลี</td>
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<td>9</td>
<td>ฉันรู้สึกมีส่วนร่วมในการรู้เห็นความเป็นไปของสถานการณ์ในเรื่องซีรีส์เกาหลี</td>
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</tr>
<tr>
<td>10</td>
<td>ฉันรู้สึกมีส่วนร่วมในการรู้เห็นความเป็นไปของสถานการณ์ในเรื่องซีรีส์เกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
ตอนที่ 3: ดาราเกาหลี เสน่ห์ของนักแสดง

กรุณาประเมินค่าระดับ 1 ถึง 5

1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ปานกลาง, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง

<table>
<thead>
<tr>
<th>ลำดับ</th>
<th>ข้อ广播电视ะ</th>
<th>ไม่เห็นด้วย</th>
<th>ปานกลาง</th>
<th>เห็นด้วย</th>
<th>เห็นด้วยอย่างยิ่ง</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ข้อ广播电视ะมีเสน่ห์</td>
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<td>ข้อ广播电视ะมีสไตล์</td>
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<td>3</td>
<td>ข้อ广播电视ะมีความงาม</td>
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<td>4</td>
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<td>4</td>
<td>ข้อ广播电视ะมีความสามารถ</td>
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<td>5</td>
<td>ข้อ广播电视ะมีชื่นชม</td>
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<td>2</td>
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<td>4</td>
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</tbody>
</table>
Part 4: ประเทศเกาหลี
(ภาพลักษณ์: ข้อ1-4, ทัศนคติ ข้อ 5-8)

กรุณาประเมินค่าระดับ 1 ถึง 5
1= ไม่เห็นด้วยอย่างยิ่ง, 2= ไม่เห็นด้วย, 3= ปานกลาง, 4= เห็นด้วย, 5= เห็นด้วยอย่างยิ่ง

<table>
<thead>
<tr>
<th>ข้อ</th>
<th>ไม่เห็นด้วย อย่างยิ่ง</th>
<th>ไม่เห็นด้วย</th>
<th>ปานกลาง</th>
<th>เห็นด้วย</th>
<th>เห็นด้วยอย่างยิ่ง</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ฉันนึกถึงคำว่า “ดีงาม” เมื่อคิดถึงประเทศเกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>ฉันนึกถึงคำว่า “เป็นมิตร” เมื่อคิดถึงประเทศเกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>ฉันนึกถึงคำว่า “เจริญหูเจริญตา” เมื่อคิดถึงประเทศเกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>ฉันนึกถึงคำว่า “สงบสุข” เมื่อคิดถึงประเทศเกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>ฉันนึกถึงคำว่า “มั่งคั่ง” เมื่อคิดถึงประเทศเกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>ฉันนึกถึงคำว่า “มีการศึกษาในระดับสูง” เมื่อคิดถึงประเทศเกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>ฉันนึกถึงคำว่า “เทคโนโลยีขั้นสูง” เมื่อคิดถึงประเทศเกาหลี</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>ฉันนึกถึงคำว่า “ความมุ่งมั่นในการทำงาน” เมื่อคิดถึงประเทศเกาหลี</td>
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</tbody>
</table>
ตอนที่ 5: แบรนด์เครื่องสำอางค์เกาหลี (Skinfood)
(การรับรู้ถึงการมีอยู่ของแบรนด์: ข้อ 1-4, คุณค่าของแบรนด์: ข้อ 5-9)

กรุณาประเมินค่าระดับ 1 ถึง 5

1= ไม่เห็นด้วยอย่างยิ่ง, 2= ไม่เห็นด้วย, 3= ปานกลาง, 4= เห็นด้วย, 5= เห็นด้วยอย่างยิ่ง

<table>
<thead>
<tr>
<th>ลำดับ</th>
<th>ข้อความ</th>
<th>ไม่เห็นด้วยอย่างยิ่ง</th>
<th>ไม่เห็นด้วย</th>
<th>ปานกลาง</th>
<th>เห็นด้วย</th>
<th>เห็นด้วยอย่างยิ่ง</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ฉันรู้จักเครื่องสำอางค์จากประเทศเกาหลี (Skinfood)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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<tr>
<td>2</td>
<td>ฉันสามารถคิดถึงแบรนด์เครื่องสำอางค์เกาหลี (Skinfood) ไม่ได้</td>
<td>1</td>
<td>2</td>
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</tr>
<tr>
<td>3</td>
<td>ฉันนึกถึงเอกลักษณ์ของแบรนด์เครื่องสำอางค์เกาหลี (Skinfood) ได้ทันที</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<td>5</td>
</tr>
<tr>
<td>4</td>
<td>ฉันมีความคิดเห็นที่ชัดเจนเกี่ยวกับแบรนด์เครื่องสำอางค์เกาหลี (Skinfood)</td>
<td>1</td>
<td>2</td>
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<td>4</td>
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<td>5</td>
<td>ฉันรู้จักเครื่องสำอางค์จากประเทศเกาหลี (Skinfood)</td>
<td>1</td>
<td>2</td>
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<tr>
<td>6</td>
<td>ฉันรู้จักเครื่องสำอางค์จากประเทศเกาหลี (Skinfood)</td>
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<tr>
<td>7</td>
<td>ฉันรู้จักเครื่องสำอางค์จากประเทศเกาหลี (Skinfood)</td>
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<td>8</td>
<td>ฉันรู้จักเครื่องสำอางค์จากประเทศเกาหลี (Skinfood)</td>
<td>1</td>
<td>2</td>
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<td>4</td>
<td>5</td>
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</table>
ตอนที่ ๖: การตัดสินใจซื้อสินค้าเครื่องส้าอางจากเกาหลี

กรุณาประเมินค่าระดับ 1 ถึง 5

1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ปานกลาง, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง

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<thead>
<tr>
<th></th>
<th>ไม่เห็นด้วยอย่างยิ่ง</th>
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<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ฉันจะซื้อเครื่องส้าอางจากเกาหลี (Skinfood)</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</tr>
<tr>
<td>2</td>
<td>ฉันคิดว่าจะซื้อเครื่องส้าอางจากเกาหลี (Skinfood) แน่นอน</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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</tr>
<tr>
<td>3</td>
<td>ฉันมีแนวโน้มที่จะซื้อเครื่องส้าอางจากเกาหลี (Skinfood)</td>
<td>1</td>
<td>2</td>
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</tr>
<tr>
<td>4</td>
<td>ฉันวางแผนที่จะซื้อเครื่องส้าอางจากเกาหลี (Skinfood)</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</tr>
</tbody>
</table>

หมายเหตุ: กรุณาตอบโดยอ้างอิงสมมุติฐานว่าท่านกำลังวางแผนเพื่อซื้อเครื่องส้าอาง
ตอนที่ 7: ข้อมูลสถานภาพของผู้ตอบแบบสอบถาม

1. อายุ
   - ต่ำกว่า 18 □
   - 18-24 □
   - 25-34 □
   - 35-44 □
   - 45-54 □
   - 55-64 □

2. การศึกษา
   - มัธยมศึกษาหรือต่ำกว่า □
   - วิทยาลัย □
   - ปริญญาตรี □
   - ปริญญาโทหรือสูงกว่า □

3. อาชีพ
   - ลูกจ้าง □
   - ผู้จัดการ □
   - นักเรียน □
   - แม่บ้าน □
   - อื่นๆ □

4. สถานภาพการสมรส
   - โสด □
   - สมรส □

---ขอบคุณค่ะ---