

The Influence of the Korean Wave Phenomenon on Male Customer Purchase Decisions for Korean Skincare Products in Indonesia

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Sumbitted : 2022-12-05 | Reviewed : 2022-12-29 | Accepted : 2023-01-09

Abstract- *This study aims to analyze how the Korean wave affects male customers' decisions to buy Korean skincare products. The hypotheses, investigations of the Korean wave, and four variables—the Korean wave, brand trust, celebrity worship, and consumer purchasing decision—were all identified by a thorough literature review. Data are gathered through a nationwide, male-focused online survey distributed throughout Indonesia. Factor analysis and multiple regression analysis are carried out to determine how the Korean wave is related to consumer buying decisions. The findings show that the Korean wave has a considerable impact on brand trust and celebrity worship and these two variables have a positive significant impact on purchasing decisions. Although not statistically significant, the Korean wave was shown to have a positive influence on buying decisions. The study finishes with the research's practical implications.*

Keywords— *Korean wave; Korean Skincare Product; Brand Trust; Celebrity Worship; Male Customer Purchase Decision.*

Abstrak— Penelitian ini bertujuan untuk menganalisis secara eksperimental mengenai pengaruh Korean wave terhadap keputusan pelanggan laki-laki dalam membeli produk perawatan kulit Korea. Hipotesis, studi mengenai Korean wave, dan empat variabel—Korean wave, kepercayaan merek, pemujaan selebriti, dan keputusan pembelian konsumen—semuanya diidentifikasi melalui tinjauan literatur secara menyeluruh. Data dikumpulkan melalui survei online yang berfokus pada responden laki-laki yang didistribusikan ke seluruh Indonesia. Analisis faktor dan regresi berganda dilakukan untuk mengetahui bagaimana Korean wave berhubungan dengan keputusan pembelian konsumen. Hasil penelitian menunjukkan bahwa Korean wave memiliki dampak yang cukup besar pada kepercayaan merek dan pemujaan selebriti dan kedua variabel ini memiliki dampak positif yang signifikan terhadap keputusan pembelian. Meski tidak signifikan secara statistik, Korean wave terbukti memiliki pengaruh positif terhadap keputusan pembelian. Studi diakhiri dengan implikasi manajerial penelitian.

Kata kunci: Korean wave; Produk Perawatan Kulit Korea; Kepercayaan Merek; Pemujaan Selebriti; Keputusan Pembelian Pelanggan Laki-Laki.

INTRODUCTION

The culture of Korea, which includes music, dramas, filmmaking, television shows, cuisine, clothing trends, and the Korean language, is now gaining recognition worldwide. The phenomenon known as the “Korean wave” or Hallyu (한류) is beginning to gain popularity and spread throughout the world, particularly in Indonesia (Rachma, 2021). Because of the

frequent utilization of social network, in the usage of promotional tools, two forms of the Korean wave, such as the Korean drama (K-drama) and Korean pop (K-pop) spheres, are currently reaching a worldwide audience (Ju, 2018). Korean actors, actresses, boy bands, and girl groups are among the personalities who have an impact on the success of Korean products. They began to imitate only their idols as a result of the appearance of Korean celebrities who served as the skincare line's ambassadors or models (Burhanuddin, 2016). Furthermore, brand trust can increase brand loyalty, which can help companies meet their business and marketing objectives (Palali & Yildiz, 2022). This evidence could reflect that the consumers who trust the brand are about to become more devoted and willing to spend more on the product.

As a result of this situation, the beauty marketplace is growing among children, teenagers, and even adults. According to research findings from SAC (Science Art Communication) Indonesia, the industry for cosmetics and body care will continue to be dominated by skincare goods in 2018. The cosmetics industry received US\$2.022 million from the skincare sector, and US\$5.502 million from the body care industry (Intan, 2019). Another beauty index research conducted by interviewing around 6.000 women in Indonesia in-depth, also concluded with significant results on the frequency of Indonesian citizens using skincare products for one of their daily routines. There are 20.4% of young Indonesian women categorized as Gen Z between the ages 15-24 years old who use more than five different types of skincare products daily. This percentage is greater than Gen Y, namely people aged 25-40 years old (14.8%), and Gen X for people aged 41-56 years old (12.2%) (Clinic, 2021). However, from the male side, although many men are concerned and open about their appearance, not a few still think that skincare is an activity that is quite inconvenient, drains money, and has the potential for side effects that may arise such as breakouts, acne, and skin pulling sensations (Sobry, 2022). According to a survey by Barra for Men (2022), data shows that 7 out of 10 men still choose not to do their skincare because this is still considered to reduce their masculinity. Considering the spread of Korean culture in Indonesia, men have also begun to be aware of taking care of their skin for various reasons even though the percentage is not as much as women (Setyanti, 2016).

In reaction to the aforementioned circumstances, the gap in the investigation is caused by the variations in the findings of studies done on the same subject. Research has found that the popularity of the Korean wave occurrence has influenced customers' purchasing decisions for Korean skincare items. One is more inclined to purchase items associated with the Korean wave if one enjoys the Korean wave itself greatly (Rahmadani & Anggarini, 2021). However, research by Andriani & Setiawan (2020) discovered no connection between the Korean wave trend and Indonesian consumers' preferences to buy Korean beauty products. Therefore, even though a recent study (Halim & Kiatkawsin, 2021) has looked into the link between the Korean entertainment industry and the decision to buy Korean beauty products, no yet conducted research has examined the potential influences of the Korean wave on Indonesian male consumers' purchasing decisions for Korean skincare products using brand trust and celebrity worship as the independent variables. The researchers decided to carry out the study as a result of the inconsistent situation and research gap. This is relevant to the theory stated by George Gerbner which is the cultivation theory that explains how the Korean wave spreads. In addition, the inclination to visit Korea as a tourist destination and buy Korean items is frequently impacted indirectly by popular culture (Lee, 2016). The conceptualization and final results will be depended on the relationship examination of the Korean wave phenomenon to brand trust and celebrity worship by considering the theory and looking at whether those variables are impacting the customer's purchase decision.

By taking into account and relating the findings to the previously mentioned concept, the researchers intend to investigate the causal elements influencing Indonesian male consumers' decisions to purchase Korean skincare goods. An online survey was carried out with pertinent questions to find answers to the problems revealed by this study. In consideration of the research variables, the limitation of the study and the deployment of the online questionnaire will only reach the Indonesian citizens that often or at least once bought skincare products from any type of all Korean brand. The participation includes respondents of males with ages of young adults and middle-aged adults, between 17 and 45 (Bhat & Patil, 2016), and are domiciled in all regions in Indonesia as the study's main focus.

Based on the discussion, this study's research questions are: Does the Korean wave impact male customers' purchasing decisions for Korean skincare products in Indonesia, considering the two variables of brand trust and celebrity worship? The study's conclusions will be taken into account because of how the Korean wave has affected Indonesian male

consumers' decisions to purchase Korean skincare products, and we will be able to comprehend why it has become so widely known and what factors have contributed to it becoming a trend among Indonesians over the past few years. This additional thought will assist the researchers in developing relevant and cogent answers to the concern, and for the benefit of future research, the findings of this study can be employed to assess the significance of additional scholarly investigation into this subject.

This research paper consists of five primary parts. The first section of this paper is the Introduction. This section provides background information related to the topic raised in the research. This explanation will help the reader to understand the discussion in this study. After the background explanation, it will be followed by a research question to lead the reader to the curiosity that will be answered at the end of this study. It will be continued with research objectives, scope and limitations, contribution, and writing scheme at the end of the introduction. Moreover, in the second section, there will be a literature review. This section brings a comprehensive summary of previous research in which the theoretical information related to the variables that are being used in this study. Continuing the previous sections, there will be also a Research Methodology. This section provides information on the exact methods or strategies used to identify, select, process, and analyze data pertaining to a topic. This enables the reader to assess the general validity and accuracy of a study. Furthermore, the Results and Discussion section will simply and impartially summarize what the researchers discovered. The discussion analyzes the results' significance, places them in perspective, and justifies their importance. Afterward, the paper will be closed with the conclusion with the purpose to comprehend why the study should be important to society.

LITERATURE REVIEW

Theoretical Background

In recent years, the Korean wave getting more famous, especially in Asia. The School of Business Management (SBM) of Bandung Institute carried out the research study started in January 2019 and examined how the movement developed markets by entering Indonesia and Malaysia to expand the market share of their products. Young Malaysians were influenced by the Korean wave, or what is generally referred to as Korean culture, to buy Korean skincare and cosmetics (Nasution, 2020). The Hallyu, or Korean wave, depicts the culture and way of life of the Korean people. Evidently, people in Indonesia can readily adapt to other cultures and lifestyles because they are comparable to their own. Generation Z is very easily influenced by foreign cultures, thus the love and respect for foreign cultures more than local cultures (Dharma et al., 2021). This circumstance motivated and stoked Indonesians' desire for a new culture. People in Indonesia are now imitating cultural acculturation from Korea. This has a favorable effect on the sales of Korean products including fashion, foodstuffs, cosmetics, and skincare products (Nasution, 2020). It happens because the artists they watch are the brand ambassadors of some Korean products. Thus, it leads to the purchasing of Korean skincare products in Indonesia.

Apparently, this kind of behavior has a theory of its own that refers to the cultivation theory (Gerbner, 1998). Cultivation theory is one of the theories of the cumulative influence of mass media that investigates the link between mass media exposure, namely television, and mass audiences' ideas and attitudes about their surroundings (Hadi, 2007). What a person sees on television might influence what he desires to see in the real world or in his surroundings. The effect of television impressions can also lead people to believe that their lives in the actual world are identical to what they watch on television. This has the potential to have both beneficial and harmful consequences. In this case, Korean companies make the best of the situation. In other words, they "incite" customers with imaginative television programs including dramas, K-pop star shows, and creative commercials that attract people's attention. By watching these, people could have the desire to be like him or her or to do what this person sees on television.

Studies of Indonesian Skincare Industry

Conforming to the Global Business Guide 2016, there are 126.8 million Indonesians who use skincare, with women surpassing males. With this surge comes a slew of new local brands, like Wardah, Roll Reaction, and Make Over, as well as a slew of brand personalities contending for market share. According to data from the Indonesian Ministry of Sector, the

national beauty industry has grown by 20% since 2017. This is also seen by the growth in the number of new local brands, from 153 in 2017 to 760 in 2018 (Investor Daily, 2018). With these many competitors, they face fierce rivalry for the largest market share in the relevant area. Furthermore, the early study results, which were conducted in November 2018 with 20 interviews, show a problem of many customers easily switching between local brands, and they all claimed that they picked solely with the brand they were acquainted with. This will become a serious issue, as brand switching behavior may have an influence on the company's profitability and suggest that the company's strategy failed to excite existing customers (Fintikasari & Ardyan, 2018).

Studies of Korean drama, Korean pop, and Korean skincare in Indonesia

Korean wave, or Hallyu, originally developed in the mid-1990s, following Korea's establishment of diplomatic relations with China in 1992; since then, Korean dramas and music have gained appeal in Chinese-speaking societies (Haugland, 2019). Some benefit of Korean drama development that virtually extends throughout the world is that it may have an influence on other commercial chances. An informant sees that several brands are frequently shown in Korean dramas, such as Samsung for their phone, Hyundai for their automobiles, and skincare brands such as Benefit and Laneige (Titania & Haryanto, 2022).

In addition to the Korean wave, Korean pop culture becomes extremely popular in Indonesia. Storey (2018) defines popular culture as simply a form of culture that is commonly regarded as favorable or accepted by a large number of people. The Korean entertainment industry sees Indonesia as a potential market, particularly for conducting music performances, due to the huge amounts of fans there. As it is known that some concerts in Jakarta are really popular. There are some Korean pop idol groups that becomes very popular in Indonesia that have been establishing their own "fandom" boasting their great competition in Indonesia. The most remarkable Korean pop concert in 2012 was SMTOWN Live World Tour III-SM Entertainment on September 22, 2012, at Gelora Bung Karno Stadium, which overtook B2ST as the biggest Korean pop event ever held in Indonesia. KIMCHI (The Boss, X-5, Girls Day, Park Jung Min, and Super Junior) and MBLAQ were also successful Korean pop concerts in 2012. More than 50,000 fans packed the Korean pop event attended by Kangta, BoA, TVXQ, Girls' Generation, SHINee, f(x), EXO, and Super Junior, according to SMTOWN's official Facebook page. Regarding that, it is been proven that Korean pop is accepted by the Indonesian people. Thus, the Indonesian entertainment industry has created similar Korean pop acts as a result of the Korean wave phenomenon. The list of these comparable K-pop groups includes SMASH, Coboy Junior, Hitz, 7icons, Cherry Bell, XO-IX, Max 5, and 3-in-1. Though the songs are sung in Indonesian, they sing and dance similarly to Korean groups.

Furthermore, the skincare wave had started by Korean Beauty (K-Beauty), which has now dominated the worldwide skincare market. The Korean wave contributes significantly to the rise of K-Beauty (Hallyu). The value of exports of Korean beauty products is increasing as Korean culture develops. Plus, more people are buying beauty products online and learning about K-beauty as a result of the coronavirus pandemic. In response to this, competition among K-Beauty brands in Korea has increased. Consequently, the quality of the products rises as more start-ups and brands focused on Korean beauty continue to push the boundaries. In the world of skincare, Korean beauty is currently in the lead. Any innovative and fascinating skincare treatment will most likely have originated in Korea. Donkey milk, bee venom, snail slime, and pigskin collagen are just a few examples. The most recent skincare advancements, as well as the majority of production, are produced in Korea. K-Beauty emphasizes skincare while producing new and cost-effective products. Due to the success of K-beauty products throughout the world, various western companies have started to imitate Korean brands. The beauty market as a whole is predicted to stand for one-fourth of global economic output, or close to \$200 billion in the beauty industry in 2024. Basically, what makes K-beauty products (as in skincare) popular is that they focus on wellness and health care. Being healthy is only one aspect of wellness and health. It is an attitude. This involves maintaining a healthy lifestyle, engaging in regular exercise, and attempting to be more natural. Additionally, natural components are clearly listed on the label of Korean beauty products. Speaking about their package, K-beauty products advertise their products by using bright colors and cute characters. This is why the younger generation finds K-beauty to be so appealing. The majority of K-beauty products are fairly priced while sustaining their high quality because many brands market directly to the target audience.

Studies Investigating Korean wave to Male Customer Purchase Decisions on Korean Skincare Brands in Indonesia

In general, women are particularly more interested in beauty care items rather than men. According to a prior survey (Byrne & Milestone, 2022), skincare goods are well-established among female customers. Male skincare products are a much newer industry, with less research being conducted on this burgeoning area. Thus, this research tries to find out a deeper understanding of males' perspectives towards skincare products considering the Korean wave impact. Henceforth, over the last two decades, the male skincare industry (which includes items such as moisturizers and face toners) has developed consistently and fast. Men are being urged to participate in practices that help the beauty business and are typically portrayed as 'looking after ourselves.' Working out at the gym as a body project (Hakim, 2016) or depilation of male body hair, dubbed 'manscaping,' as an emerging ideal are two examples (Hall, 2015). Nonetheless, skincare is connected with attractiveness, which continues to clash with conventional views of how men acquire body capital. Men were 'consumers' of women under the old hegemonic masculinity paradigm. The traditional paradigm that supports men with masculinity does not use beauty products. Meanwhile, the Korean wave has created a unique attraction in which numerous male models with bright and clean faces who sell various types of Korean skincare goods become the center of attention. Korean artists are generally liked by women, particularly in Indonesia, because of their attractive faces. As a result, many Korean firms use attractive brand ambassadors to entice people to purchase their beauty products.

This study adds to the existing gap in the research literature and obviously departs from earlier studies. In order to gather authentic understandings of the involvement of a significant phenomenon from Korea that indirectly alters the customer's practice of "forgetting" the presence of local skincare products, this study conducts a survey of skincare product users from all Korean brands within the Indonesian market. It does by carrying the variables of brand trust and celebrity worship on customer purchasing decisions. On the other hand, numerous studies have looked into the same topics, like how admiration for Korean celebrities influences consumer behavior. However, none of them have developed a viewpoint on how to examine the direct relationship between the Korean wave occurrence and brand trust and celebrity worship before assessing how much of an impact these two factors have on personal buying decisions. Azzahra's (2022) and Cahyani's (2021) studies on the Korean wave concentrate primarily on how this trend relates to various facets of state diplomacy. Additionally, only men are the focus of this study, which is remarkable because most studies focus on women as the target population. Although some studies include both men and women in their research, the proportion of male respondents is typically still quite low when compared to the percentage of female participants. Thus, the contribution made by this research is that it investigates the perception of men who use skincare products from Korea in Indonesia by making the Korean wave the key determinant of the link between the components.

Conceptual Model

The framework model in Figure 1 introduced in the current study is based on Halim & Kiatkawsin's (2021) framework and establishes links between the Korean wave and brand trust as well as celebrity worship on the other hand. Brand trust and celebrity worship then have a connection with the purchasing decisions of consumers.

Korean wave or often known as Hallyu comes from the word Hán liú (韓流), in Korean: 한류: Hallyu, which means Korean wave. It is a name given to Korean popular culture, which is widely popularized throughout the world, including Indonesia. The Korean wave is a broad cultural movement that is presently spreading throughout the nations bordering Korea. The fast spread of current Korean heritage and cultural goods throughout East Asia from the mid-1990s is known as the "Korean wave," or Hallyu in Korean (Chung et al., 2005). A quick explosion of Korean popular culture includes dramas, movies, pop songs, or Korean pop, and videogames (Ju, 2010). The Korean wave is linked to Korean dramas, movies, Korean pop, and Korean beauty, as was stated previously. One of the core elements of the Korean wave is Korean beauty. Beauty goods produced by Korean corporations are referred to as K-Beauty. Getting dewy and perfect skin is K-Beauty's primary objective (Times, 2018). This phrase is pertinent to a study conducted whose key aim was to examine the relationships between the variables influencing consumers' decisions to buy Korean skincare products.

Brand Trust

Brand trust is an admission that brand value may be produced and maintained by addressing some characteristics that go above and beyond what the buyer is satisfied with regarding the functional ability and features of the product (Aaker, 1996). According to Munuera-Aleman et al. (2003), brand trust is a level of security experienced while communicating with a brand based on the confidence that the brand will continue to be dependable and accountable for the customer's satisfaction. According to Dalziel et al. (2011), brand trust is evaluated from the viewpoints of the reasons why consumers rely on the brand, such as its power and desire to keep its promise made to them. Using El Naggar and Bendary (2017) as a point of reference, brand trust is defined as assumptions and perceptions based on the expectation that a brand has particular characteristics that are reliable, capable, and believable. If an item has fully satiated the demands and expectations of buyers and they are happy with the purchase, the brand trust of that product will be established. Customers who are at ease think it would not be simple to discontinue using the product or switch to a different brand due to this. Understanding consumer demands and the buying process is the cornerstone of effective marketing.

Celebrity Worship

The Korean wave, which includes Korean drama, Korean pop, and Korean beauty, has its own distinctive style that might affect an individual's approach to thinking and action. Celebrity worship, according to McCutcheon et al. (2002), is a disorder in which people develop an obsession with one or more idols and develop a genuine interest in their personal lives. Celebrity worship is referred as a sickness of compulsive obsession with the art and everything associated with the artist (Sunarni, 2015). A one-way connection between supporters and celebrities is the result of a preoccupation with the famous person's life caused by a sense of affection for them, according to the literature. Through the celebrity worship parameter, psychology can be used to investigate the behavior of adoring idol figures. Celebrity worship frequently resembles an idol and results in destructive behavior (Rojek, 2012). According to a study by Maltby (2004), celebrity worship has a substantial association with poor emotional well-being and is correlated with personality traits and mental health.

Customer Purchase Decision

The customer purchase decision is a consumer decision-making process that integrates expertise to select one of two or more alternatives for a product. This process is determined by a variety of variables, including value, cost, location, marketing, accessibility, service, and others. Considerations on purchases are made after evaluating several approaches and other lines of thought. There are various stages that the decision-maker may go through before making a choice. The following series of actions make up the buying decision process: identification of need issues, information gathering, assessment of alternatives, buying decisions, and post-purchase behavior (Riadi, 2020). According to Alma (2011), factors that affect purchasing decisions include finance, economics, technology, political systems, traditions, goods, price levels, places, promotional offers, physical evidence, individuals, and procedures. As a result, consumers develop a mindset that encourages them to handle all available information and make decisions about what products to purchase.

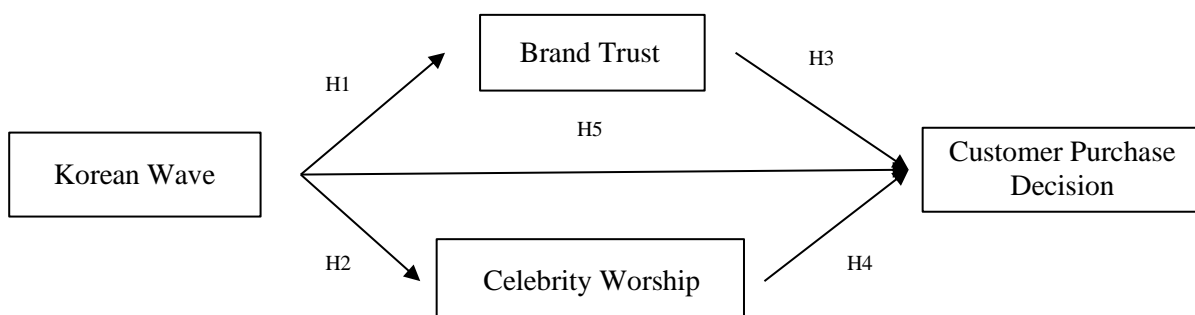


FIGURE 1. CONCEPTUAL MODEL

Hypothesis Development

Korean Wave to Brand Trust

According to a study by Ingels (2020), there are four primary factors that influence how Korean consumers of beauty products perceive a brand. As a consequence, factors including the Made in Korea label, image, value, and impact are taken into account while making purchases. The study clearly states the connection between the Korean wave and brand trust by linking past research to the subject at hand. In particular, the majority identified Korea as their preferable country to buy beauty goods from, while a few chose to ignore the “Made in” label when making their purchases. It is said that because of the Korean wave and K-pop, people have glorified Korea and presumed its products are superior. In a similar manner, they claimed that despite acknowledging that this may not always be the reality, they believed things to be excellent simply by looking at the “Made in Korea” label. Consequently, the first hypothesis is developed in light of the facts presented:

H1: Korean wave positively influences brand trust.

Korean Wave to Celebrity Worship

Psychological absorption is the process of attempting to link oneself with a specific person or celebrity in order to feel satisfied and at home. This situation has the potential to turn into an addiction. In the end, the audience arrives at the point where they start to prioritize the stars in their lives (Maltby et al., 2005). According to a different study, fans of famous people may even have greater belief in them than in their relatives (Singh & Banerjee, 2018). Recent data on this situation demonstrates the Korean wave phenomenon’s rising popularity on a global scale. In Indonesia, individuals of all ages, particularly teenagers, have developed a number of fandoms, fan clubs, and other Korean fan networks, one of which is the K-pop community as a component of the Korean wave itself (Noky, 2015). Enjoying Korean dramas they like and exchanging information on popular Korean cultural products, such as clothing, beauty products, Korean drama series, boybands and girl bands, culinary, and the Korean language, led to the development of this situation. This way of life gradually adapts to imitate the idol’s way of life, including fashion brands, haircuts, footwear, and even beauty routines. The accompanying claim can be investigated by assuming the viewpoints of the prior situations:

H2: Korean wave positively influences celebrity worship.

Brand Trust to Customer Purchase Decision

Numerous research in the same sector has demonstrated the link between consumers’ trust in a brand’s capacity to live up to its claims and the decision-making phase that takes them from detecting a need to obtaining possibilities to selecting a particular product and brand. According to findings by Juliana et al. (2021), the decision to buy is greatly influenced by the brand trust. This proof is also in line with research by Adiwidjaja (2017) who discovered that brand trust has a considerable and advantageous impact on buying decisions. It can be concluded from the earlier findings that a reliable brand may influence consumers’ purchase decisions. Because customers can recall their feelings of brand trust, they are more likely to stick with the brand they have chosen. As a result, the following third hypothesis in the present research has to be examined:

H3: Brand trust positively influences customer purchase decision.

Celebrity Worship to Customer Purchase Decision

The presence of brand ambassadors or celebrity endorsements is frequently linked to the impact of celebrity worship on consumer buying decisions. One of the important elements and characteristics that affect customer purchasing interest is

the engagement of brand ambassadors. A study demonstrating that brand ambassadors have a major impact on consumers' purchasing decisions supports this idea (Hutter et al., 2013). Even Close et al. (2016) demonstrate another way in which idol-based brand promotion increases consumer willingness to make a purchase. Mukherjee (2009) and Prasad (2013) have also offered proof that employing celebrity brand endorsements has a large impact on customer purchasing interest. According to other findings, the degree of celebrity adoration may play a significant role in influencing how fans behave. Higher celebrity worshippers may have less regard for the product brand in their minds. The expansion is more suitable for customers who have an emotional connection to a celebrity that has a major impact on their opinion of the brand or product and influences their choice to purchase the product (Kowalczyk & Royne, 2013). As a response, the following fourth hypothesis can be formed:

H4: Celebrity worship positively influences customer purchase decision.

Korean Wave to Customer Purchase Decision

Specifically, modern culture has emerged as a consequence of modernity and internationalization (Larasati, 2018). Numerous studies have demonstrated that the implementation of the Korean wave has a direct impact on consumers' decisions to buy Korean goods. Consumer goods associated with Korean culture, including those connected to tourism, entertainment, and cosmetics, can be affected (Yu et al., 2012). Foreign customers who are knowledgeable about Korean culture are more inclined to view Korean goods favorably and end up purchasing them. According to Turban et al. (2015), cultural factors can affect consumer choices. Sagia and Situmorang's (2018) and Siskhawati and Maulana's (2021) studies demonstrate that the Korean wave has a significant and beneficial effect on buying choices. By adopting the perspectives of the preceding circumstances, it is possible to study the subsequent assumption:

H5: Korean wave directly has a positive influence on customer purchase decisions.

METHODOLOGY

Sample and Data Collection

This research aim at how the Korean wave has affected consumer brand trust and celebrity worship, which will subsequently be utilized to investigate how these factors affect consumers' purchase decisions. The direct impact of the Korean wave on consumer decisions to buy Korean skincare goods is the added hypothesis. An online survey was used in this study to gather information from the respondents. One hundred and ten individuals passed the two filtering items out of a total of 213 participants who finished the questionnaire. Korean male skincare users in Indonesia made up the original study sample. Each component that provided the basis for the survey questionnaires was measured using a multi-item scale. A 5-point Likert scale with 1 being strongly disagreed and 5 strongly agreed is used for the primary survey questions as opposed to multiple choice selections for the demographic and filtering inquiries.

Scale measurement

The measures from earlier research served as the basis for the scales created for this assessment, which were adapted to match the study's goals. The Korean wave is an evaluation of a person's interest in Korean culture, encompassing music, drama, movies, celebrities, makeup, and skincare, based on the five formerly used elements (Fitria, 2022). Brand trust is determined as the entire degree of effectiveness of skincare products from Korea in satisfying consumer needs based on the four prior used items (Munuera-Aleman et al., 2003). The extent to which an individual idolizes or is obsessed with Korean idols is utilized as the basis for measuring celebrity worship (McCutcheon et al., 2002). Based on the 4 items used previously (O'Cass, 2001), the purchase decision is defined as the degree to which buyers of Korean skincare goods decide to purchase certain products in the future according to the four information-related employed.

TABLE 1. CONSTRUCT RELIABILITY AND VALIDITY

	Alpha	rho_A	CR	AVE
Brand Trust	0.877	0.878	0.916	0.731
Celebrity Worship	0.906	0.911	0.930	0.727
Korean Wave	0.806	0.826	0.871	0.628
Purchase Decision	0.852	0.864	0.901	0.695

RESULT AND DISCUSSION

Demographics

Out of the 213 respondents, 92.5% were 17-25 years old, 6.6% were 26-35 years old, and 0.9% were 36-45 years old. There are two filtering questions, gender and whether the respondent is a Korean skincare product user or not, to separate the respondents who are relevant to the research from those who are not. Thus, 9.9% were females and 90.1% were males, and 57.3% used Korean skincare products while 42.7% did not.

Model Analysis Measuring or Outer Model

Reliability Test

Results of the methodology of assessing reliability testing in this research are Cronbach alpha and the Composite Reliability score. For the reliable test of Cronbach's alpha, a cutoff of 0.7 is advised (Hair, 2010). Since all of the reliability scores are higher than the suggested cut-off marks, the remaining items are all valid and accurate as they varied from 0.806 to 0.906 reflected by the results obtained. The composite reliability score is acceptable because it is more than 0.7 (Hair et al., 2009) and ranges from 0.871 to 0.930 as presented in this study. These findings demonstrate that all variables have composite reliability and Cronbach alpha ratings above the threshold of 0.70 (Ghozali, 2009).

Validity Test

According to Gefen et al. (2000), a construct reliability coefficient greater than 0.70 is acceptable. In this study, the validity test has been identified by seeing the construct/composite reliability results which ranged from 0.871 to 0.930 for each dimension (see Table 1), and the Average Variance Extracted (AVE) per construct is more than 0.5. Construct reliability and convergent validity are both good, and the AVE per construct is greater than 0.5. Overall, construct reliability and convergent validity are good. Moreover, Indicator Loading findings from a variety of variable indicators, indicated that the scores of BT1, BT2, BT3, and BT4 are 0.851, 0.821, 0.831, and 0.913, respectively. Indicators CW1, CW2, CW3, CW4, and CW5 have scores of 0.757, 0.856, 0.858, 0.874, and 0.886, respectively. On the other hand, K1, KW2, KW4, and KW5 obtained scores of 0.835, 0.775, 0.738, and 0.819 respectively. While indicators PD1, PD2, PD3, and PD4 are 0.818, 0.732, 0.863, and 0.913 respectively (Table 2). However, there is one indicator was eliminated, which is K3. This is because the number of that indicator is less than 0.7 which is 0.689. According to Gotz et al. (2010), loadings of the latent constructs on an indicator variable x or y, values larger than 0.7 are acceptable.

TABLE 2. VALIDITY TEST & INDICATOR LOADINGS

	Brand Trust	Celebrity Worship	Korean Wave	Purchase Decision
BT1	0.851			
BT2	0.821			

BT3	0.831	
BT4	0.913	
CW1		0.757
CW2		0.856
CW3		0.874
CW4		0.884
CW5		0.886
KW1		0.835
KW2		0.775
KW4		0.738
KW5		0.819
PD1		0.818
PD2		0.732
PD3		0.863
PD4		0.913

Structural Model Analysis (Inner Model)

For these evaluations, the results were later compared to the statistics obtained; finally, the signification statistic of the coefficient's path was evaluated. As can be seen in the results summarized in Table 3, with the objective to verify the problem of collinearity, we examined the values of VIF of all the predictor constructions. As seen in Table 3, there are some amounts provided by calculating the bootstrapping which help to analyze the result. Therefore, if VIF is 3.3 or higher, it indicates a potential issue with collinearity problem (Diamantopoulos & Siguaw, 2006). The indicators of the brand trust variable (BT1-BT3) are acceptable because the numbers are less than 3.3. The same case occurs in the Korean wave variable. The rest 3 indicators of the Korean wave are also acceptable because the amounts are less than the standard 3.3. Moreover, purchase decisions (PD1-PD3) and celebrity worship (CW1 and CW5) have the same result as the previous two variables. However, some of the Celebrity Worship variables are shown to be not as good as the three previous variables. This is due to three out of five indicators that have an amount above 3.3 which are 3.177 (CW2) 4.799 (CW3), and 4.083 (CW4). Also, 3.801 (BT4) and 3.314 (PD4) is higher than 3.3. Multicollinearity appears when two or more independent variables in the regression model are correlated (Daoud, 2017). Thus, since the most of celebrity worship indicators are higher than 3.3, we can consider that the celebrity worship variable is not highly correlated with the other independent variables. All VIF values were under the conventional standard of 5; therefore, collinearity between constructs was not a critical problem in the structural model.

TABLE 3. COLLINEARITY ANALYSIS

VIF
BT1 2.210
BT2 1.874
BT3 2.647
BT4 3.801
CW1 1.893
CW2 3.177
CW3 4.799
CW4 4.083
CW5 2.922
KW1 1.764
KW2 1.796
KW4 1.714
KW5 1.669
PD1 1.871
PD2 1.532
PD3 2.599
PD4 3.314

R Square

When performing inner model analysis, the structural model is assessed using an R-Square for a dependent variable as seen in Table 4. Following this, in Table 5, the path coefficient scores or T-values in every path are used to examine the significance between the structural model's constructs. The levels of various changing independent factors to the dependent variables are measured using the R-Square marks. The R-Square value is classified as strong if it is greater than 0.67, moderate if it is greater than 0.33 but below 0.67, and poor if it is greater than 0.19 but smaller than 0.33, according to Chin (1998). In this analysis, the R-Square score for the celebrity worship parameter can be described by an R-Square scoring system of 0.443 (moderate), which implies that the Korean wave can account for 44.3 percent of the effect of changing celebrity worship. The remaining portion can be attributed to other variables not included in the model that is evaluated in this study. The Korean wave accounts for 58.2 percent of the influence of shifting brand trust, according to the R-Square score of 0.582 (moderate), while the remaining portion can be accounted for by other elements outside the framework that is investigated in this research. Purchase decision has the highest R-Square result of all the factors, with a score of 0.802. This indicates that a variety of adjusting purchase decisions can be clarified by the Korean wave, brand trust, and celebrity worship to the extent of 80.2, with the remaining explanations coming from other variations outside the model analyzed in this study. However, the R-Square scores, after assessment, are not an accurate metric in determining the precision of predicted values.

TABLE 4. R-SQUARE

	R Square	R Square Adjusted
Brand Trust	0.582	0.578
Celebrity Worship	0.443	0.438
Purchase Decision	0.802	0.797

Hypothesis Testing

Finding the coefficient scores of the path or inner model that displays the degree of significance in hypothesis testing is a different method that may be carried out. A t-test examination from the path coefficient is the technique used to assess the significance of the relationship between the components. To measure whether an influence has a positive or negative effect on the dependent variable, the original sample (O) or is employed. The actual number given in the study is 0.05, or 5%. If the P-value for the T-test is less than 0.05, or 5%, the link between the parameters is considered significant. However, the correlation between the variables is not significant if P-value is more than 0.05 or 5%. From the calculation, the hypothesis 5 test ($\beta = 0.239$; t value = 0.1629; $p = 0.104$) showed that this hypothesis has a positive impact, but it is not significant because P-value >0.05 , which means that the Korean wave does not have a positive impact to the purchase decision. On the other hand, hypotheses 1, 2, 3, and 4 show the opposite result, which is ($\beta = 0.763$; $p = 0.000$), ($\beta = 0.666$; $p = 0.000$), ($\beta = 0.320$; $p = 0.004$) and ($\beta = 0.457$; $p = 0.000$) implied that these three hypotheses have a significant positive impact. This means that the Korean wave has a positive significant impact on brand trust, the Korean wave has a positive significant impact on celebrity worship, brand trust has a positive significant impact on the purchase decision, and celebrity worship has a positive impact on the purchase decision.

TABLE 5. MEAN, STDEV, T-VALUES, P-VALUES FROM PATH COEFFICIENTS

	Original Sample (β)	Mean	Standard Deviation	T Statistics	P Values
Korean Wave \rightarrow Brand Trust	0.763	0.773	0.037	20.821	0.000
Korean Wave \rightarrow Celebrity Worship	0.666	0.671	0.060	1.155	0.000
Brand Trust \rightarrow Purchase Decision	0.320	0.347	0.110	2.907	0.004
Celebrity Worship \rightarrow Purchase Decision	0.457	0.466	0.081	5.625	0.000
Korean Wave \rightarrow Purchase Decision	0.239	0.209	0.147	1.629	0.104

CONCLUSION

The study mentioned in this article is performed to investigate the relationship between the Korean wave occurrence and consumer decisions to purchase Korean skincare products in Indonesia while taking into account signs of brand trust and celebrity worship. According to the study's findings, four out of five hypotheses, which include Korean wave to brand trust, Korean wave to celebrity worship, brand trust to purchase decision, and celebrity worship to purchase decision, all have a positive significant impact on each of them. The subsequent subsections go into additional detail on the managerial implications of the report's results.

Managerial Implications

From a practical aspect, the findings of this study will assist Korean skincare product companies in better understanding what techniques to employ in order to get more customers, particularly males. This is due to the reason that although men have also begun to be aware of taking care of their skin, the percentage is not as much as women (Setyanti, 2016). Thus, skincare product companies might consider some points that might help them in improving the interest of male customers to buy skincare products, in this case, Korean skincare products. The first point from this finding is since there is a positive significant impact of the Korean wave on brand trust and celebrity worship, thus, it is a good chance for Korean skincare product companies to offer their product in Indonesia. Moreover, companies may consider applying product placement to Korean dramas to increase brand trust. Companies might try this strategy to increase sales because brand trust has a positive significant impact on customer purchase decisions. Furthermore, celebrity worship also has a positive significant influence on the purchase decision. Hence, Korean skincare businesses may consider employing Korean celebrities as brand ambassadors or investing in endorsement by using popular idols to promote the products since celebrity worship is directly connected to customer decisions in purchasing Korean skincare goods. Lastly, since the Korean wave does not directly have a positive influence on the purchase decision, it means that on the male side, the Korean wave does not really influence the way they make a purchase. Thus, Korean skincare companies may need to socialize more with society, especially males, about the importance of skincare usage, regarding Korean natural ingredients as an important part of the Korean wave to intensify the customer decision in buying skincare products.

Limitations and Future Research

This study has a number of limitations, which are discussed in this section as is typical of all studies. First, the conclusions' representativeness is constrained because the preference sampling approach is utilized to gather the report's data. Future studies should use a larger population of participants from a broader diversity of backgrounds to establish external validity. Future research models might also take into account additional variables including demographic data, purchaser nationality, and various sorts of Korean culture to further improve comprehension of the link between the Korean wave trend and purchasing behavior. Another event has come to light as one of the shortcomings of the study, which is that while other crucial factors such as brand loyalty and product pricing are necessary for the study to produce more diverse results, they are not expressly included in the current investigation. The present research concentrates on how the Korean wave affects consumers' decisions to buy Korean skincare products. To create a more complete model that adequately explains the linkages, future research on this subject might be done to exclude the potential effect of various factors by adjusting influential factors to be evaluated based on the most recent circumstances in the field in question.

Furthermore, a survey question is omitted because it is thought to not be a viable component to be further studied to the study's conclusions, resulting in more accurate and dependable results. Future research can get around this issue by running research with the same premise and subject and recruiting more reliable respondents. The authentic response has a more comprehensive or limited awareness of the meanings of the terminology, even if it is expected that each respondent has a similar understanding of Korean skincare products and the Korean wave phenomenon. Even though each participant is assumed to have the same degree of knowledge in terms of the fundamental ideas, it is difficult to ascertain their level of understanding of the Korean wave occurrence and the other parameters explored in this paper. Future research may undertake further discussions or improve other survey questions in order to obtain deeper details of the respondents and more reliable study results.

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