

# **THE IMPACT OF KOREAN COSMETIC PRODUCTS ON CONSUMER BEHAVIOUR: A CASE STUDY IN THE INDIAN MARKET**

Research dissertation presented in partial fulfilment of the requirements  
for the degree of

**MSc in International Business Management**

Griffith College Dublin

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**6<sup>th</sup> September 2024**

## Candidate Declaration

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I certify that the dissertation entitled: **The Impact of Korean Cosmetic Products on Consumer Behaviour: A Case Study in the Indian Market** submitted for the degree of: **MSc in International Business management** is the result of my own work and that where reference is made to the work of others, due acknowledgment is given.

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## Dedication

I dedicate this project to my beloved father, **Ahammod Saidu Mohammed Rowther**, my dear mother **Faizala Beegam**, whose endless love, guidance and support have been the foundation of everything I have achieved. Their confidence in me has been a constant source of strength and motivation throughout the journey.

A special dedication goes to my brother-in-law, **Neishe Mullackal**, whose firm insistence that I pursue this Master's degree has helped me push myself academically. Your belief in my potential has meant the world to me.

To my sisters, **Badariya Saidu Mohammed** and **Bazimaha Saidu Muhammed**, and my dear nephew **Naayl Mirza Mullackal**, thank you for always believing in me. Even in difficult circumstances, your presence have always encouraged me to move forward.

I want to express my gratitude to my friends, who have supported me regardless of what, for their never-ending motivation and faith in my potential.

With love and deep appreciation, I dedicate this work to all of you.

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## **Abstract**

This research investigates the impact of Korean cosmetic products on consumer behaviour within the Indian market. By employing a quantitative approach with 80 participants, the study seeks to analyse factors driving the popularity of Korean cosmetics, including purchasing behaviour and preferences among Indian consumers. The study also assesses the influence of social media and marketing strategies, evaluates perceived product quality and identifies both challenges and opportunities for Korean cosmetic brands in India. A positivist and deductive approach are utilized, focusing on primary data collected through structured questionnaires. The findings reveal that the primary factors driving the popularity of Korean cosmetics include high product quality, reputation, peers, social media and effective marketing strategies. The study highlights the significant role of social media, particularly Instagram, and influencer marketing in shaping consumer perceptions and purchasing decisions. Data analysis shows a predominance of participants from the age group 25 to 34, with a higher proportion of females, reflecting the target demographic for beauty products. The research also indicates varying spending patterns on Korean cosmetics, with most respondents spending between 500 to 2000 INR monthly. The popularity of Korean beauty products is attributed to their high quality and eco-friendly attributes, alongside strategic marketing and celebrity endorsements. The study identifies that urban consumers are more inclined towards these products, suggesting a need for Korean brands to expand their reach into rural areas through targeted pricing and promotional strategies.

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# CHAPTER 1: INTRODUCTION

## 1.1 Overview

The problem background of the selected topic is included in the introduction part. The problem background supports the problem formulation. This is where the gap present in the current study will be clearly discussed. The research question, research goals and purpose statement will be added in the final section of the chapter.

## 1.2 Research Purpose

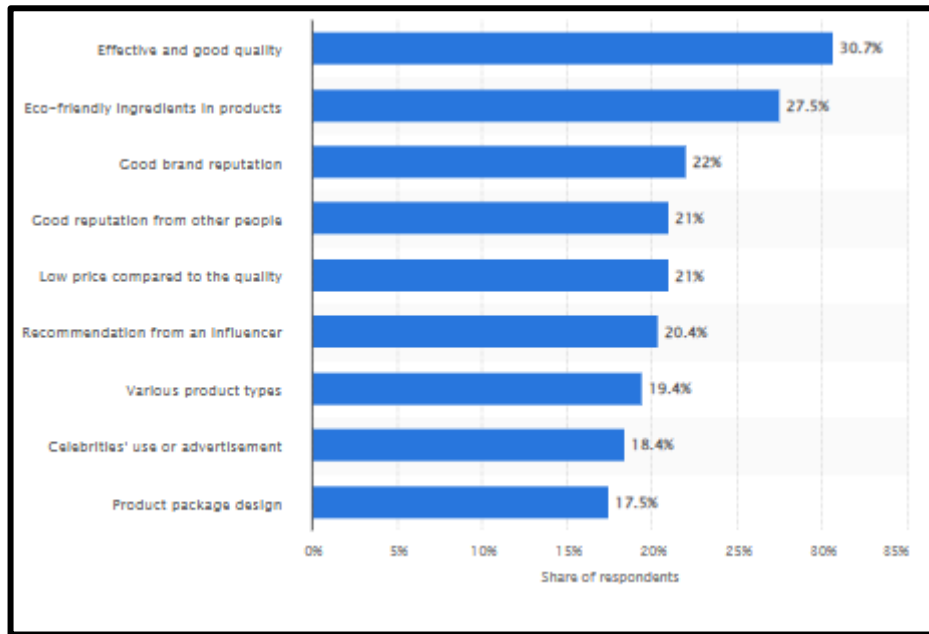
According to the study of (Meneses and Santos, 2019), the consumption patterns have been redefined by the concept of globalization and their interrelation with the world which consequently offered the customers in the industry with no boundaries or limitations. In the present globalized world, there has been substantial increase in the access to foreign products which resulted in greater competitiveness on external as well as domestic markets. As per the study of (Dinnie, 2008), there is increasing saturation in the global market and nations are required to stand unique from the rest. Nation branding strategies are embraced by the countries as an endeavour to enhance their economic performance and simultaneously foster tourism and export. According to the findings of the previous study, the preconceived notions of the nation may have a profound effect on the buying decision and intent of the customer which further alludes to the significance of having powerful brand for the country (Li *et al.*, 2014).

Consequently, Country-of-origin (COO) has turned into a vital attribute for the customers to differentiate products on the industry and take informed buying decisions. Irrespective of the country-of-manufacture (COM), customers never fail to show their greater dependence on the COO label brands market to examine their products (Krupka and Arezina, 2017).

There have been remarkable changes in the cosmetic industry of Korea and it has developed into a vital competitive market in the global market. The cosmetic industry of Korea has been fortunate to have enjoyed a prosperous era with quick development in the recent decades. Because of their creative formulations, efficient outcomes and unique ingredients, this has been possible. The K-beauty has managed to reach considerable amount of growth owing to its highlights on skincare, high-quality ingredients and multi-step routines that have resonated with various demographics of customer. India is a country which has more middle-class communities with burgeoning tendency and greater exposure towards international beauty standards and thus it has become a crucial market for the global beauty items. As per the report the average beauty and personal care market of India was noted to be USD 28.9 billion

in the year 2023(Minhas, 2018). This is anticipated to rise up to USD 46.9 billion at 5.6% compound annual growth rate (CAGR) in 2032(Imarc, 2023). This development is crucially driven by the increasing disposable incomes, impact of beauty and social media influencers that have increased the demand and appeal of the customers towards high-quality beauty products. As per the study of (Khoi and Long, 2020); the establishment of Korean cosmetics into the marketplace of India has addressed with enthusiastic reception, specifically among the demographics of young generations. This is attributed by its voluntariness to try new stuffs which would give more enhanced and promising results.

The K-beauty's appeal in Indian market can be characterized by its keen eye on skincare instead of normal cosmetic enhancement. The reasons include the usage of natural and exotic ingredients and the impact of Korean dramas and K-pop that has eventually created fame for the beauty standards of Korea (Chaubey *et al.*, 2022). Urban people in India have started to turn towards these products that are easily available on e-commerce platforms like Nykaa, Amazon and Myntra or sometimes in physical retail stores also. This shift is evidently visible to the younger generation audience as they generally tend to experiment more on something new. That too when it comes to new beauty trends, they always remain wide-eyed and obviously get influenced after looking at these international beauty standards.



**Figure 1: Main factors for positive opinion K-beauty products in India 2021**

(Source: Jobst, 2024)

In India, a survey conducted to analyze the factors for positive opinion of the Korean cosmetic products. This survey stated that 31% of the survey participants spoke about the quality and effectiveness of these products (Jobst, 2024). In addition, the use of good quality ingredients has also made the products popular in the given country. The factors of eco-friendly products and brand reputation have also increased popularity of these products in the Indian cosmetic market. The impact and influence of cosmetic products in Korea on Indian customer behaviour has significantly driven for a compelling case of analysis. Since Indian customers have turned highly exposed towards international beauty trends via social media, cultural exchanges and online shopping platforms, the attraction of Korean cosmetic products has drastically elevated. The increase of online reviews and beauty influencers has reinforced this trend as they both have a very important role to play in designing the buying decisions and preferences of the customer.

### **1.3 Problem Statement**

Regardless of the evolving fame of Korean cosmetics in Indian market, there is still limited analysis which focused on particular impact these products left on the customer behaviour of Indian market. It is however very important to have a thorough understanding about the driving factors that accelerates the preference and acceptance of Indians towards Korean products for both business as well as academic perspectives. This research is focused to fill this gap through having a precise analysis about how the cosmetic products of Korea

influence the Indian customer behaviour. In response to the same they started to focus on the aspects like brand perception, buying intentions and role of influencer marketing and social media. Through examining the effect of Korean cosmetics on Indian customers, this research intends to offer valuable insights for marketers, cosmetic brands and investigators who show interest in the dynamics of global beauty trends and their implications for customer behaviour.

#### **1.4 Research Objectives**

This research aims to delve into the influence of Korean cosmetic products on consumer behavior in the Indian market.

- To analyse the factors driving the popularity of Korean cosmetic products and evaluate the purchasing behaviour and preferences of Indian consumers.
- To assess the influence of social media on the adoption of Korean beauty products and purchase behaviour in India.
- To examine the perceived quality and effectiveness with Korean cosmetics among Indian consumers.
- To identify the challenges and opportunities for Korean cosmetic brands in the Indian market.
- To provide recommendations for Korean cosmetic brands to enhance their market presence and consumer engagement in India.

#### **1.5 Research questions**

1. What factors contribute most to the popularity of Korean cosmetic products among Indian consumers?
2. How does social media impact the adoption of Korean beauty products and purchase behaviour among Indian consumers?
3. How do Indian consumers perceive the quality and effectiveness of Korean cosmetics?
4. What challenges and opportunities do Korean cosmetic brands face in the Indian market, and what strategies can they adopt to enhance their presence?
5. What strategies can Korean cosmetic brands implement to improve their market presence and increase consumer engagement in India?

## **1.6 Significance of the Study**

In academic point of view, this study has made significant contributions towards the increasing body of literature on the global customer behaviour and beauty trends. This is done through placing major focus on the Korean cosmetics in Indian market which are left without being clearly explored. In practical context, the results will be useful for the businesses to shift the complications of cultural influences, e-commerce and digital marketing that allow them to take informed decisions and improve their position in the marketplace. On observing from a policy view, the effect of international beauty products on local customer markets have been emphasized in this research. This in turn offers a precise knowledge about the cultural and financial impacts of global trade in beauty industry.

## **1.7 Scope and limitations of the research**

This study places its vital focus on analysing the effect of cosmetic products of Korea in terms of customer behaviour within the Indian marketplace. The study is based on particular sample of Indian customers who get habituated to Korean cosmetic products. The diverse Indian population which has possibilities of affecting the applicability and breadth of the results shall not be discussed clearly in this sample.

## **1.8 Structure of the study**

This dissertation is designed into many vital chapters and various aspects of the study will be addressed.

Chapter 1: It involves the outlining of the objectives and aims of the study, contributions, research scope and significantly acknowledges its possible limitations.

Chapter 2: Literature review has an in-depth exploration about the study concept through exploring multiple theories and identify gap based on previous work.

Chapter 3: The overall suitable research methodologies has been clearly described in the research methodology. The data collection techniques like survey are outlined.

Chapter 4: The data gathered in the study has been presented in the findings and results. This begins with descriptive statistics which in turn offer an overview about the demographic details of the research. The inferential statistics is as well included in the specific chapter.

Chapter 5: This chapter makes a critical discussion of the present study findings with chapter 2 literature part and ends with conclusion and recommendations for further research.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Overview**

The use of Korean products is significantly increasing between the youths nowadays. This chapter is going to explore the overview of the factor of how the behaviour of customer's behaviour impacted by Korean cosmetics products. The effects of Korean products on controlling customer behaviours and the importance of customer behaviours in marketing, the factors which affect customer behaviours is going to be pointed out in this chapter of this study or research.

### **2.2 Consumer Behaviour: Theoretical Framework**

#### **2.2.1 Definition and Importance of Consumer Behaviour in Marketing**

The customer's behaviour plays a crucial role in marketing the products of a company or business. All efforts related to marketing are conducted towards impacting the customers and for that, the marketer goes for exploring various aspects of the research to get the customer, his buying factors and behaviours impacting his progress decision-making (Kumar *et al.* 2022). Purchasing behaviour of consumers also involves the choice of the right brand of products, which involves the way they choose and the way they behave while selecting the right brand (Loxton *et al.* 2020). All these things are influenced by market campaigns, advertisements, personal preferences, social factors, economic factors and other cultural factors. It is important for the brands to understand the behaviour pattern of consumers, and the way with which they make the purchasing decisions. This will help the brands and the marketers understand the behavioural pattern of consumers and will enable them to design the right strategy. To sum up the importance of consumer behaviour for marketing, it is important to consider a wide range of factors (Wibowo *et al.* 2020).

## 2.2.2 Key Theories and Models of Consumer Behaviour

### *The Theory of Planned Behaviour*

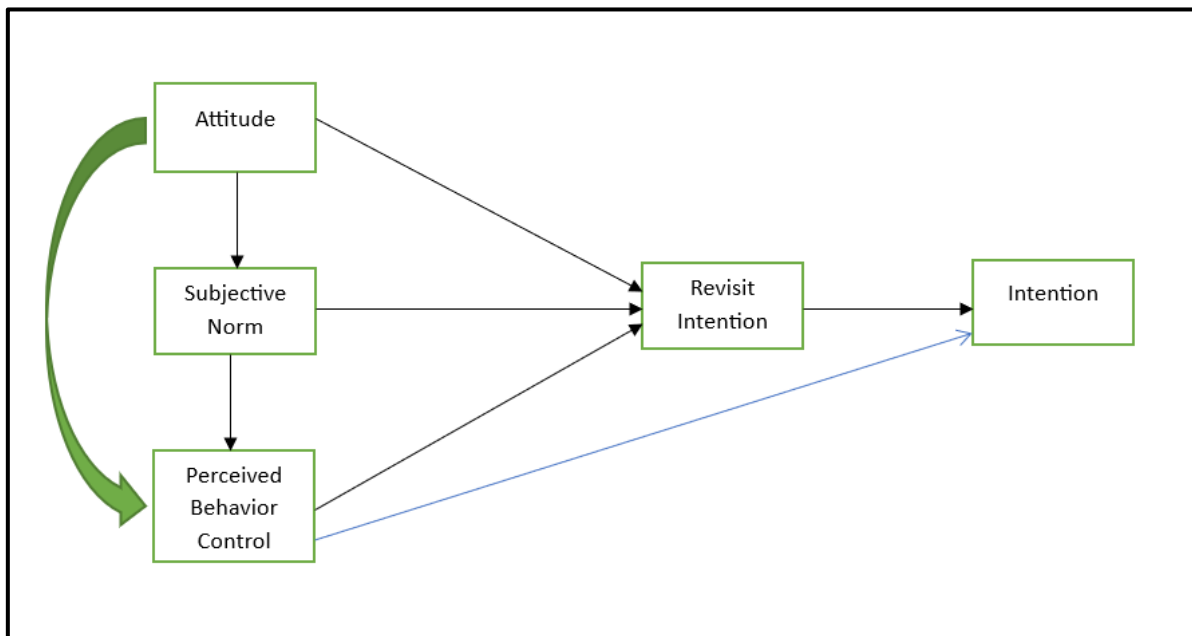
The behaviour of consumers is significant in marketing and there are a few theories and models on consumer's behaviour about business products. This theory of planned behaviour has been majorly applied to the change and prediction of the consumer's behaviour (Ajzen, 2020). The theory of planned behaviour is a significant or crucial theory on the topic of customer behaviour. The theory of planned behaviour is such a psychological theory that efforts to forecast human behaviour through linking faiths to actions and intentions. According to this theory of planned behaviour, the attitude or behaviour of consumers is impacted by desires or motivations, which are ascertained by three factors. These three factors are subjective norms, attitudes and perceived behaviour controls (Djafarova and Foots, 2022). *The Theory of Planned Behaviour*

This theory is the integration of three core elements namely, *attitude*, *subjective norms* and *perceived behavioural control*. Attitude is the evaluation of the behaviour of a person. This behaviour can be depicted by a wide range of factors. It can be accepted towards any new arrival or acceptance towards the old ones or the one which is already going. Positive evaluation can be depicted with the acceptance of an individual towards a new thing. Subjective norm is the acceptance of an individual towards social expectations for adopting a social behaviour (Brandão and da Costa, 2021). This element is influenced by the normative behaviour of an individual in combination with the motivation of the individual to comply with it.

Perceived behavioural control is the perception of an individual to perform based on the ease or difficulty to perform a task. The capability of an individual to perform a task is reflected by the behaviour that is reflected from the individual. Perceived behavioural control varies and is reflected based on situation. This in turn results in having changing perceptions of behavioural control based on the situation (Huang *et al.* 2020). These factors impact the purchasing behaviour of a consumer. When a new product is launched in the market by any brand, the attitude of the consumer is reflected in the form of acceptance towards the same by going through the features (Trifiletti *et al.* 2022). Some brands may also give the option of a trial use of the product. The attitude may either be positive or negative or neutral. This implies that consumers may accept the new launch or may be ok with what they are using already.

Subjective norms are the behavioural trend of an individual towards the expectation. This implies the fact that the extent to which the product will be able to fulfil the purpose of the

individual is reflected with the subjective norms in the form of behaviour. Perceived behavioural control is reflected based on the acceptance of the consumer towards the product (Sultan *et al.* 2022). With the acceptance of the consumers towards the product, the feasibility towards using the same will also be reflected. This element also reflects the consumer behaviour. The integration of all these elements in a positive way leads to the development of the intention of using the product among the consumers (Qi and Ploeger, 2021). However, it is still important to revisit the intention and once it is done, consumers build up the mind to use the product. This is feasible for the factors which are external to directly prevent or force the behaviour of consumers, regardless of the motivation, relying on the degree to which the behaviour of consumers is actually qualified by the separate and the degree to which realized attitude or behaviour control is an exact dimension of actual behaviour control.



**Figure 2: The theory of planned behaviour**

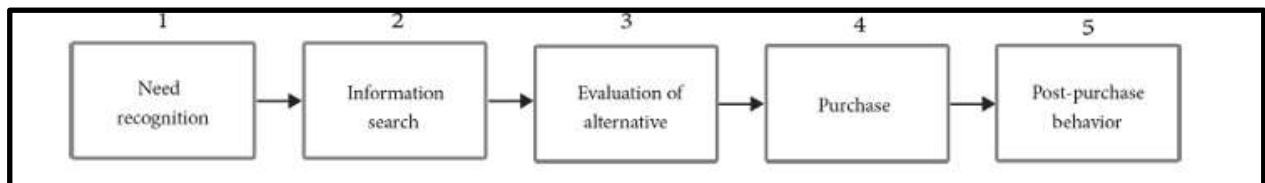
(Self-illustrated diagram, inspired by Abbasi *et al.* 2021)

This theory of planned behaviour is based on three factors and the attitude factor indicates the learning and teaching in general. This TPB model is majorly used to explain consumer behaviour in various contexts (Abbasi *et al.* 2021). The subject norms can be considered the pressure of society and comprise both the realized expectations of others and how much the separate values those prospects. Colleagues, students and administrators all have the prospect of how STEM ability tech, so there are topical subjective patterns for all the groups. Perceived behaviour control is how efficiently a separate feel to redact an exact behaviour in their context. The theory of reasoned action is an ambassador to TPB and comprises only subjective norms and attitudes as predictors of motivation. The theory of expectancy-value is

a vanguard to the theory of reasoned action and recognises the prospects of the realized value of an action and success (Ranellucci *et al.* 2020). This theory of planned behaviour expresses the factors which affect the behaviour of consumers to purchase products.

### ***The Consumer Decision-Making Process***

The behaviour of the consumers can affect the decision-making process about the products of a company or business. The process of customer's decision-making on digital commerce platforms can control trust, purchase intentions and perceived risks (Lăzăroiu *et al.* 2020). The customer's decision-making method or process is such a method by which customers become conscious of and point out their needs; gather information on how to better mitigate these desires or needs; assess alternative presence options; create a decision about purchasing; and assess their purchase. The customer decision-making method entangles five basic steps. Business decision science and analytics have been issued as pivotal domains in increasing strategic decision-building processes of business (Ibeh *et al.* 2024). This is the method by which customers assess building a decision about purchasing. These three steps are information search, problem recognition, purchase decision, alternatives evaluation and post-purchase evaluation.



**Figure 3: The consumer decision-making process**

(Source: Petcharat and Leelasantitham, 2021)

***Problem or needs recognition:*** Problem and needs recognition is another crucial part of the decision-making method for purchasing a product. The consumers or customers should also identify the problems or issues with the products which he is going to purchase (Kuncoro and Kusumawati, 2021). The problem recognition about the products can lead the customer's decision-making process of purchasing.

***Information search:*** While researching the options, customers again confide external and internal factors, as well as previous interactions with the brand or product, both negative and positive. Searching or collecting the appropriate information about the products majorly effects on decision-making of a customer and the reason is that, the good reputation of a product can affect the customer to purchase again. There a various way in this modern age of technology to search the information using mobile or online platforms (Zhang *et al.*, 2022). Finding or searching the information about the company or business products plays a crucial

role in making decision to purchase the product by the consumers. It is a crucial part of purchasing a product, nowadays, in the market; there are so many fake companies or businesses here so before purchasing a product, it is significant to search the all information about the product's company. It is very crucial the purchase cosmetics products because cosmetic products are products which are applied directly on our skin, that's why if the brand or company is fake then there is no trust in the products and it can also affect our skin diseases.

**Alternatives evaluation:** Alternatives evaluation is a process which helps the customers or consumers to bargain the products with other various products. Development and product design are essential for evaluating alternatives (Kamp Albæk *et al.* 2020). Alternatives may explore the various factors customers include product availability, lower prices, additional product benefits and something as external and internal as style or colour option.

**Purchase decision:** The consumer has now manifested based on the experience gathered what to buy and where to buy what they want. A consumer has either evaluated all the matters and concludes which is logical.

**Post-Purchase decision:** The post-purchase evaluation can help the consumers make the decision to purchase a product. Previous experience in purchasing plays a crucial role in decision-making about the new purchase (Riaz *et al.* 2021). If a customer becomes satisfied by using the previous products of a company or business, it helps to purchase another product from this company and thus the previous purchase decision helps to create decisions of customers to purchase.

## **2.3 Global Cosmetic Industry Overview**

### **2.3.1 Historical Development and Trends in the Global Cosmetic Industry**

The Korean cosmetics sold in the market in India are one of the customer-preferred materials in which the customers prefer to purchase those products from the market. It is beneficial for Korean cosmetic brands as it helps in expanding the business in the international market meaning a huge amount of profit which is beneficial for the products of the company (Jang and Lee, 2021). Korean industry has emerged in the market across the globe as it is a high-population country where the demand for cosmetics is high so the company has decided to open the brand in India for better selling of products. It has been noticed that there is a huge growth of cosmetics products in the global market (Putri, 2021). The marketing research revealed that K-beauty influencers significantly impact the purchase of customers which has increased the sales of the products it has the brand name in the market.

According to Yoon *et al.* (2020), it has been observed that Korean cosmetics have evolved in this generation and the cosmetics have a good reputation in the competitive market which is giving tough competition to the other brands and also replacing the top position in the market which is beneficial for the name of the company. Korean beauty products have influenced many people in the market at a high rate and helped in increasing the sales of the products which is beneficial for the company. The sale of products is now being sold at a reasonable cost so that a huge number of people can be able to purchase which can increase the selling of cosmetics products which helps in earning a huge amount of profits. As opined by, Kim *et al.* (2021), Korean beauty products provide a good quality service to gain the customer's trust. Korean beauty brands have an idea that many customers can buy the products from their brand so they have decided to sell in the global market.

It has been observed that the usage of skin and personal care has witnessed a rise of growth in the market in recent times which is leading to an increase in the sale of cosmetics products in the market which is beneficial for the companies of Korean cosmetics. As asserted by Peters and Choi, (2020), it has been noticed that South Korea has grown its cosmetics sales in the previous ten years which is beneficial for the company (Lee and Kwon, 2022). The development of Korean beauty took place in the global market as previously there was no use of this many cosmetics which are being used nowadays in this generation.

People across the world have seen tremendous development in Korean cosmetic products which is a positive manner and it has changed rapidly as ten years ago, there were not so many sales of the products it is not known by everyone. It has been estimated that in the year 2014, there was overall 500-600 products were sold throughout the year which is much less but after that, it has grown rapidly by using different strategies, for instance, the usage of social media for the promotion of the brands as well as the products which helps in gathering of the huge number of people.

### **2.3.2 The Rise of Korean Cosmetics: K-Beauty Phenomenon**

South Korea is a home to the phenomenon of beauty and skin care products which is celebrated globally. It is known as the K-beauty phenomenon which has designed a suitable segment in the beauty industry worldwide in the past decade. It is a holistic approach to beauty which is the integration of a wide range of segments under this industry such as makeup's, treatment and skin care (Muskitta *et al.* 2023). This holistic approach has led to the inclusion of innovation and other sophisticated techniques which has developed a wide range of beauty standards.

The effectiveness of K beauty has gained recognition worldwide, which is why it has been able to enter into the market of various countries. The widespread acceptance of the society towards maintenance and enhancing one's beauty is the core reason for the quest and acceptance of the beauty products of the brands of South Korea. The global interest towards Korean products has been witnessed since the year 1990 (Lee, 2022). The interest has come into existence since the arrival of the Hallyu effect, which implies the Korean impact. This wave has been witnessed in various countries due to a wide range of elements all over the world such as pop music, movies, literature and more especially in the Asia Pacific market.

The notable difference that can be witnessed in the approach towards beauty is the K-beauty phenomenon in comparison to the beauty industries of the other countries is the remarkable approach. The K-beauty phenomenon prioritizes proper skin care with the help of cosmetic care products instead of using things for makeup (Kanozia and Ganghariya, 2021). This approach is undeniably a healthy approach in comparison to the makeup approach. Ingredients of the skin care products manufactured by the Korean companies include all the natural and herbal ingredients. These ingredients address a wide range of skin issues and are also capable of combating the phenomenon of ageing.

The rise of Korean cosmetics has increased in a huge portion of the global market as almost all people especially women are buying cosmetics at huge rates. It is beneficial for the company as it helps in the rise of the sales of the products (Yang *et al.* 2020). It allows gathering a huge number of customers which helps in earning a huge amount of profit. According to Mulyaman (2020), South Korean cosmetics companies contain good strategies as Korean cosmetic companies have observed that there is a huge growth in the cosmetics of the country so they have decided to expand their business by opening several branches in the global market.

Korean cosmetic brands can expand their business which can enhance the productivity of the company leading to an increase in the sales of the products which is beneficial for the companies as it helps earn a huge amount of profit (Choi, 2022). It can help in the development of strategies so that they can be for the betterment of the companies. The K-beauty phenomenon represents more than just skincare its approach is much more effective skincare which gives priority to hydration, nourishment, and customization (Wahidah *et al.*, 2023). Thus, there is a huge rise in Korean cosmetics which is beneficial for the company. It also helps in expanding the business all over the world, especially in India which has one the largest population and can raise the production of the company.

Korean cosmetic market has lived life peacefully as they used to rule the market at a time when there was rapid growth in the selling of the products in recent decades. It has been possible to improve the strategies as well as the improvement of distributing channels as Korean cosmetic brands have created many channels (Yang *et al.*, 2020). It can help them to distribute in many markets globally Korean cosmetic brands have also built good relationships with multiple distributors and have cared good bonding so that it can help in expanding the business. Korean cosmetic brands had a golden era in the years between the 1980s and to '90s which was the period during which the brand flourished rapidly. Based on Goldman, (2022), it has been observed that K-beauty has one of the target destinations which is the US market as it is a very competitive area and crowded market that helps in selling a huge number of products and can earn a good reputation. In the year 2022, it has been estimated that Korean cosmetics has reached the third position with a profit of 530.28 million dollars which is beneficial for the Korean cosmetics brand.

## **2.4 Conceptual framework and studies**

### **2.4.1 Consumer Perception and Attitudes towards Korean Cosmetics**

Significant factors determine the purchasing behaviour of the consumers towards buying and using the cosmetic products manufactured by the Korean companies. First of all, brand ambassadors convey significant messages regarding the products manufactured by the brands. This is done in order to attract potential buyers. Information regarding the products that are provided by the ambassadors is influencing nature and this can make the buyers respond to the same (Lee *et al.* 2020). The top brand usually selects such people who have created a role model in the society. This includes artists, TV stars, actors, actresses and more. Consumers, besides this, also tend to pay attention to the country of origin of the product. This is due the fact that the country of origin plays a crucial role in terms of quality of the product and efficiency in performance. As Korean products have made a global presence since a decade, people tend to prefer Korean products (Kim and Park, 2020). This psychology is highly applicable in the case of cosmetics products manufactured by the Korean companies owing to the use of natural ingredients and having no side effects of using the same.

The cause is that there are a lot of visual products displayed through the Hallyu Wave so the people get influenced and easily able to purchase the products from the companies. It helps in expanding the business by selling beauty products which helps in earning a huge amount of the profit for the companies that is beneficial for the companies (Widyaningrum *et al.* 2023). The customer or consumers have a positive perception towards the beauty products of the Korean cosmetics brand which helps in gathering a huge number of customers (Othman *et*

*al.*,2022). It helps in increasing the productivity of the company so that it gets the help to earn the amount profit which is a positive sign for the companies to gain the attention of the customers by selling good quality products to gain the trust of the customer and they turrets some specific business who prefers to buy the products from their companies only to look after the profit.

It has a huge positive impact on the selling of the products which is beneficial for the companies. It has been noticed that many of the customers have used the products of the companies which the good quality that serves good services to the customer and also has gained the trust of the customers and also has targeted some of the permanent customers which have the good word of mouth (Nugroho *et al.*, 2022). It helps in the promoting of the products which is a positive part of the business that helps in gathering the huge number of consumers who use the products (Halim and Kiatkawsin, 2021). Korean beauty products get the benefit and share the feedback the other so that they can a gathering of a huge number of customers which helps in gaining the huge number of the customers which is beneficial for Korean beauty brands. Considering these facts, the below hypothesis is generated as follows:

*H1: The popularity of Korean cosmetic products among Indian consumers is positively influenced by various factors such as quality, price, brand reputation, peers, social media and advertising*

*H2: There is a significant positive correlation between the perceived quality and effect of Korean beauty products and purchasing behaviour.*

#### **2.4.2 Impact of Korean cosmetic products on consumer behaviour**

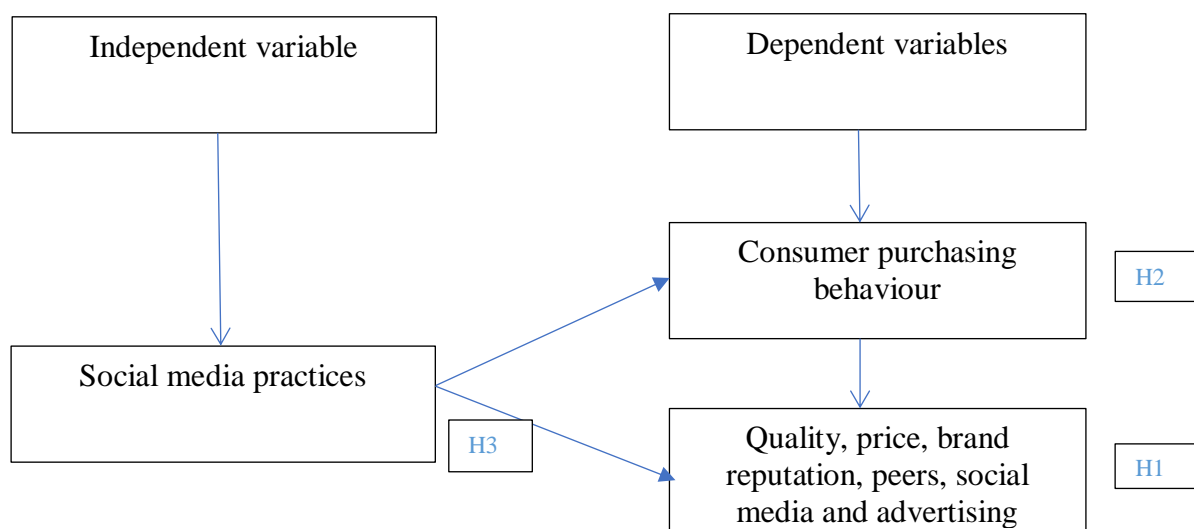
Digital media and the internet create a huge impact on the present generation in recent times. Spreading information and creating awareness among the individuals of the present generation has become easy for brands. This opportunity has been chased by the brand of South Korea and it has been trying to mark its presence in the Indian cosmetic market. It has been trying to develop a soft power, which implies the fact that it has been trying to shape the preferences of the consumers by making attractive appeals (Al Mamun *et al.* 2020). This is an intangible power with which the nation, with the help of the brands, is trying to create an image in the India market instead of using the hard power.

It is the Hallyu wave or the Korean wave which reflects a remarkable growth in terms of popularity all over the world, especially in the Indian market with the help of their pop culture and other culture aspects, cosmetics, fashion and more. South Korean products have been successful in creating a huge impact in the Chinese markets and among the Chinese consumers. The country has made its way to the Indian market though China. Korean beauty

products and clothing have a huge domination in the Chinese markets. The beauty industry of South Korea has a strong aid from the Indian government (Zhao *et al.* 2022). The major influence has been witnessed in North Eastern India and other popular metropolitan cities such as Kolkata, New Delhi and Bangalore. The brands of South Korea are expanding their access in the Indian market and that they are opening up more physical stores in India where the consumers will be able to buy their products.

Korean cosmetic products have influenced many people who believe in the products and by using the products the people are satisfied and it has been noticed that there is a huge growth in the selling of the products (Hwang *et al.*,2021). It has been estimated that in 2021, 32% of the respondents have revealed that it sells good quality products and can be utilized by everyone (Pathak and Nichter, 2021). The products which are sold by the brand have severed good quality products which are suitable for all ages and for everyone from all aspects which is beneficial for the people. Korean cosmetics has the huge positive impacts as it has gained the trust of the customer and they are satisfied with the goods and services and has created a good relationship as well as bonding with the brand. Consumers have used the products which have been sold in the Indian market and after getting satisfied the consumers prefers to buy the products from that specific brand only as the consumers had liked the quality of the products which has severe positive impact and helps in expanding the business. Thus, Korean cosmetics products have the positive impact on the consumer behaviours that is beneficial for the brand in Indian market. Considering these facts, the below hypothesis is generated as follows:

*H3: There is a significant positive correlation between social media influence on the adoption of Korean beauty products and purchasing behaviour.*



The popularity of Korean cosmetic products in the Indian market is driven by a combination of factors such as product quality, competitive pricing, brand reputation, peer influence, social media presence, and effective advertising. These elements collectively shape consumer preferences, making Korean beauty products highly appealing to Indian consumers. Hence the first hypothesis is developed. The second hypothesis explores the relationship between perceived product quality and purchasing behaviour. It proposes that when Indian consumers view Korean cosmetics as high-quality and effective, this positive perception directly influences their decision to purchase. The belief in the product's efficacy becomes a key driver of buying behaviour, as consumers tend to invest in products, they trust will meet their beauty or skincare needs. Finally, the third hypothesis examines the role of social media in influencing the adoption of Korean cosmetics. It suggests a strong correlation between social media engagement, such as influencer endorsements, product reviews, and beauty tutorials, and consumer purchasing decisions. As consumers interact with beauty content on platforms like Instagram and YouTube, they become more inclined to try and purchase Korean beauty products, demonstrating the powerful impact of social media on shaping consumer behaviour.

## **2.5 Theoretical Underpinning**

### ***2.5.1 Theory of Planned Behaviour***

The theory of planned behaviour is a theory based on the human psychology which depicts the behaviour of an individual based on actions or the surroundings. The situations around the individual tend to create significance influence in the behavioural pattern of the individual. Three core elements determine the behaviour of individual namely, attitude, subjective norms and perceived behavioural pattern (Correia *et al.* 2023). Attitude is the individual's attitude towards the behaviour. Subjective norms are the social norms that are around an individual and lastly, the perceived behavioural control is the perception of an individual towards behavioural control. This is applicable in the case of the impact that is created by the Korean pop culture on the behaviour and purchase pattern of the individuals. This culture tends to create a significant impact on the behaviour of the individuals and inclines them towards the Korean products.

### ***2.5.2 Consumer Decision Making Process***

This is a strategic process of making decisions on purchase. Consumers carefully examine a product, look for the features in them, determine the utility, look for alternatives and then make the decision of buying the product (Gonçalves *et al.* 2022). This is applicable in the case of the impact that is created by the Korean pop culture and other aspects on the purchasing behaviour of the Indians. As quality Korean goods, especially the beauty products and

cosmetics are available at cheap price; Indians get inclined towards them and buy them in large quantities.

## **2.6 Research gap**

While going through the existing researches, it has been found that there were some shortages of information's that could have made the study more effective and efficient for the perfect execution of the study which can be beneficial for the study. The study has the aim to fill the gap by analysing Korean cosmetics products impacts on the consumer's behaviour and it has also impacted in the Indian market. Therefore, throughout this research and the findings, the gap present in the literature review can be mitigated.

## **2.7 Conclusion**

Korean cosmetics are good quality products that have befitted many people and many people and they are satisfied which helps in gathering a huge number of people that helps in gathering huge amount of profit. Korean cosmetic brands also developed strategies for expanding their business by catering to multiple channels and building good bonds and relationships which helps in earning huge amounts of profit and also helps in holding the top position in the market which is beneficial for the brand.

## **CHAPTER 3: METHODOLOGY AND RESEARCH DESIGN**

### **3.1 Overview**

This chapter details the methodological approach used in this study, encompassing numerous methods aligned with the research questions and conceptual framework. The subsequent sections will explain the selected research perspective, methods, approach, design, and procedures, including data collection and sampling in detail, culminating in a comprehensive overview of data analysis. Furthermore, this chapter will address the research quality and ethical considerations that were carefully considered all over the study.

### **3.2 Research design**

This study adopts an explanatory research design that is typically utilized when there is limited existing information for guiding the research process (Jongbo, 2014). The research design acts as a bridge between the study's goals and the research question we intend to address. This study goes beyond only documenting characteristics; it explores into analysing and explaining the phenomena under investigation. Even though exploratory research is valuable for gaining a basic understanding of phenomena that have not been widely studied, it is less appropriate for this study (Swedberg, 2020).

### **3.3 Research Philosophy**

This section elucidates which philosophical stance the researcher uses on the conducted research. In other words, the manner in which the researcher can gather and analyse data is influenced by the underlying philosophical perspective. These philosophical perspectives are positivism, critical realism, interpretivism, postmodernism, and pragmatism (Saunders *et al.*, 2019). In this study, the selected philosophical approach is positivism that emphasizes knowledge derived from objective truth and evidences, typically collected through observations and experiments. A positivist researcher depends on quantitative data for identifying truth and meaning, considering collective thoughts as a source of knowledge. This research is based on observable phenomena that are free from subjective, emotional, or religious biases, as a positivist views the world objectively, in which social realities exist autonomously of individual social actors. According to Bryman (2012), a positivist prefers to analyse data acquired from questionnaires and statistical methods, intending to test hypotheses and theories that can be generalized and proved through logic and mathematics.

### **3.4 Research approach**

Research approach addresses the relationship between theory, data, and findings. It includes three different methods to theory development such as inductive, deductive, and abductive. A

deductive approach includes starting with a clear theoretical framework by studying current literature and then testing particular hypotheses (Saunders *et al.*, 2019). On the other hand, an inductive approach concentrates on producing theory from the data in which the findings cause the development of new theoretical understandings. A positivistic researcher typically implements a deductive approach, starting with a theory or hypothesis and then analysing it through data collection to check or disprove the theory. Given that this study intends to test hypotheses derived from existing literature on the influence of Korean cosmetics on Indian consumer behaviour, a deductive approach was selected. In natural sciences, the deductive approach is predominant, necessitating empirical evidence to confirm or challenge existing theories or hypotheses. As mentioned by Woiceshyn and Daellenbach (2018), a deductive approach is often connected to quantitative methods, including surveys or models, which aligns with this study's methodology. However, considering that the literature on Korean cosmetics in the Indian context is comparatively limited, this study may not be completely deductive but could also include inductive methods to expose new patterns or relationships. Hence, while the study mainly follows a deductive approach, it remains open to inductive perceptions that could appear during the research process.

### **3.5 Methodological Choice**

The selection of methodological approach or research method refers to the techniques and procedures utilized for data collection and analysis, which are closely associated with the research questions or hypotheses. Research methods are usually categorized as quantitative and qualitative (Aliyu *et al.*, 2015). Quantitative methods usually include the collection and analysis of numerical data, using statistical techniques including models, surveys, or graphs. On the other hand, qualitative methods concentrate on the collection and analysis of non-numerical data, including images or words, using techniques such as interviews or document analysis. The selection of research method is greatly impacted by the research design, research question, and the philosophical stance of the researcher. Quantitative and qualitative methods must not be considered as mutually exclusive but can be merged in various ways. For this study, which explores the influence of Korean cosmetics on Indian consumer behaviour by concentrating on brand perception, purchase intentions, and the impact of social media and influencer marketing, quantitative research method is used that is aligned with the study's importance on collecting quantitative data through questionnaires and analysing it to draw meaningful inferences.

### **3.6 Research Strategy**

A research strategy mentions to the overall plan or approach that a researcher adopts for answering the research questions or testing the hypotheses. As per Saunders *et al.* (2019), choosing a research strategy includes the selection of a research design that aligns with the research questions, the study's goals, existing body of knowledge, the research philosophy, and the available resources. Common strategies comprise surveys, experiments, case studies, questionnaire, action research, ethnography, grounded theory, and archival research. Given that this study concentrates on gathering data from a large sample of respondents for measuring and statistically comparing factors such as brand perception, purchase intentions, and the influence of social media and influencer marketing, questionnaire was chosen. The questionnaire is particularly suitable for a deductive approach and the collection of quantitative data. It also aligns with the philosophical perspective of this research, as it enables for some control over the research process. While combining with probability sampling, it facilitates the findings to be representative of a larger population (Roopa and Satya, 2019).

### **3.7 Data Collection**

This section focuses on the particular methods used for data collection. Collected data is usually categorized as primary and secondary. Primary data is obtained from first-hand sources, such as responses from participants in the questionnaire. On the other hand, secondary data is sourced from existing materials such as books, journals, or data gathered by others for purposes deviated from the current research (Bryman and Bell, 2017). Primary data provides the benefit of being original and closely aligned with the research goals, though it may necessitate more resources to acquire. In contrast, secondary data can be outdated or not entirely related to the research but has the advantage of being readily available and often more easily available, which can save substantial time. For this study, which adopts a quantitative research method as its main approach, the data gathered through questionnaires is considered as primary data, providing direct understandings into Indian consumer behaviour on Korean cosmetics.

### **3.8 Questionnaire**

In this study, exploring the influence of Korean cosmetics on Indian consumer behaviour, a web-based questionnaire was developed with the help of Google Forms, as it offers a fast and efficient way to collect data from a wide geographical area. Web-based surveys provide convenience and flexibility for both respondents and researchers, since they can be easily accessed and finished at any time. The survey link can be distributed and shared among users, facilitating the researcher to reach a broader audience. Though, there are some limitations in

using a web-based questionnaire, such as the likelihood of participants cancelling the survey before completion and the researcher's dependence on the survey platform (Saunders *et al.*, 2019).

The questionnaire was divided into six sections for measuring the constructs and tests the hypotheses within the conceptual framework. Each section focuses on key aspects like brand perception, social media influence, cultural appeal, purchase intention, consumer trust, and attitude towards Korean cosmetics. Each section has five questions that were framed based on existing literature and the researcher's own understandings. Demographic information such as age, gender, occupation, and location was gathered at the end of the survey to offer an overall profile of the respondents. Furthermore, participants were asked regarding their expenditure habits and frequency of buying Korean beauty products.

The questionnaire also integrated with a 5-point Likert scale, as suggested by researchers to measure psychological attitudes (Saunders *et al.*, 2019). This scale, ranges from "strongly agree" to "strongly disagree," was selected for minimizing respondent frustration and allowing for more precise expression of opinions (Bryman, 2012). By utilizing the 5-point Likert scale, the study intended to make it easier for participants to share their views, thus enhancing the response rate. Participants could reply to every question by choosing one of five options, including strongly agree, agree, neutral, disagree, or strongly disagree.

### **3.9 Data Analysis**

In this study, statistical data analysis is used. Structural Equation Modeling (SEM) is one of the most extensively utilized and prominent statistical methods in social sciences (Hair *et al.*, 2011). SEM is a framework including various multivariate techniques that enable researchers to simultaneously measure multiple relationships among constructs. In addition, SEM offers the ability to assess latent (unobservable) constructs, such as brand perception, which are often hard to observe directly, not like variables such as gender or age (Haenlein and Kaplan, 2004). Two primary approaches used for estimating parameters in SEM analysis are covariance-based SEM (CB-SEM) and partial least squares SEM (PLS-SEM). The CB-SEM is typically utilized for confirming theories by assessing the covariance matrix for a dataset, whereas PLS-SEM is a variance-based method that is used for developing theories, enabling researchers to simultaneously study the correlations between measured variables and latent constructs and the correlations between latent constructs themselves (Hair *et al.*, 2014).

Given that this study intends to explore the relationships among various target variables, such as brand perception, purchase intentions, and the impact of social media and influencer marketing on Indian consumer behaviour towards Korean cosmetics, PLS-SEM was chosen

as the suitable analytical method. The PLS-SEM software tool “SmartPLS 4” was used to analyse the data collected through questionnaires. This tool allowed a comprehensive investigation of the relationships between constructs, as well as the evaluation of the reliability and validity of the conceptual framework.

### **3.10 Sampling**

Sampling techniques are commonly classified as probability and non-probability methods. Probability sampling technique ensures that each member of the population has an equivalent chance of being chosen, which assures that the sample is statistically demonstrative of the population. On the other hand, non-probability sampling enables some members of the population to have no probability of being chosen, which can cause biased and unrepresentative samples because of the dependence on the researcher's judgment (Taherdoost *et al.*, 2016). Owing to budget and time constraints, this study found it difficult to randomly sample the overall population. So, a non-probability sampling method was used for achieving reliable results. An online questionnaire was distributed by using relevant Discord Channels and Facebook Groups with more than 3,500 peoples interested in K-pop, Korean culture, and Korean drama. It was vital that participants had some interest on Korean culture or entertainment, since the questionnaire included particular questions regarding these topics. A brief description of Korean cosmetic products was offered on the starting of the questionnaire, ensuring all respondents were equally informed to guide the survey questionnaire.

### **3.11 Validity and Reliability**

In this study, a comprehensive approach is used for measuring both the structural and measurement models. After the collection of data through a structured questionnaire, assessing the quality of the results is vital. This evaluation frequently includes the assessment of reliability and validity in Structural Equation Modeling.

Reliability denotes to the consistency and accuracy of the measurements. It confirms that the data gathered is stable and replicable. In this study, reliability is assessed with the help of Cronbach's Alpha and Composite Reliability. Cronbach's Alpha is used for measuring internal consistency, with acceptable values normally more than 0.7. Composite Reliability considers variable factor loadings that is preferred to be above 0.7 to ensure reliable constructs.

Validity confirms that the measurement precisely reflects the concept it is anticipated to measure. Convergent validity and discriminant validity are the two key types of validity. Convergent Validity measures the degree to which various measures of the same construct

are connected and is determined by inspecting the outer loadings of indicator variables and average variance extracted. Outer loadings for convergent validity must be above 0.5, whereas indicators with loadings less than 0.4 should be eliminated. Average variance extracted must be more than 0.5, representing that the latent variable explains at least 50% of the variance in its indicators. Higher values recommend that items are more reliable in calculating the construct, even though items with minimum loadings might still be valid when the overall average variance extracted value is acceptable. Discriminant Validity assesses how distinct and unique a construct is from others. When discriminant validity is high, a construct is not confused with other constructs. It is assessed by confirming that the outer loadings of an indicator on its related construct are more than on any other constructs.

In addition, the Fornell-Larcker criterion is utilized in which the square root of the average variance extracted must be more than the correlation coefficients among the latent variables. This condition verifies that constructs are different from each other. Results show that the model proves high reliability and validity. The reliability analysis such as composite reliability and cronbach's alpha demonstrates that the measurements are reliable and replicable. Validity tests prove that both validity are well established, indicating that the constructs are precisely and distinctly calculated. The model is considered as robust and ready for further estimate, with all parameters satisfying acceptable levels of validity and reliability, ensuring that the study's findings on the influence of Korean cosmetics on Indian consumer behaviour, including aspects like brand perception, purchase intentions, and the role of social media and influencer marketing, are dependent on reliable and valid data.

### **3.12 Ethical Consideration**

Ethical considerations pertain to how researchers manage the individuals included in their studies (Bell *et al.*, 2019). Cooper and Schindler (2011) claim that the objective of ethics is to ensure that no one is harmed or suffered from adverse consequences from research activities. Bell *et al.* (2019) highlights that ethical behaviour must be demonstrated by all parties included in research. In this study, ethical considerations are vital, especially while using a questionnaire to collect personal opinions. As questionnaires often need respondents for sharing their thoughts and feelings, it is vital to ensure that their participation is fully knowledgeable and voluntary. Participants are offered with comprehensive details about the study to aid them make an informed decision about their participation. The study sticks to ethical guidelines as suggested by Cooper and Schindler (2011), which highlight the significance of clearly explaining the study to participants and acquiring their informed consent. This approach confirms that participants are aware of the purpose of the study and

their role in it, motivating ethical integrity and transparency in the research process (Bell *et al.*, 2019; Crane, 1997).

### **3.13 Conclusion**

This chapter discusses the methodologies used in the study. An inductive approach is utilized with an interpretivist philosophy. Primary data collection methods and qualitative data analysis were used, with data collected from participants through survey questionnaire. This approach was developed to explore how Korean cosmetics impact Indian consumer behaviour, concentrating on features including purchase intentions, brand perception, and the influence of social media and influencer marketing.

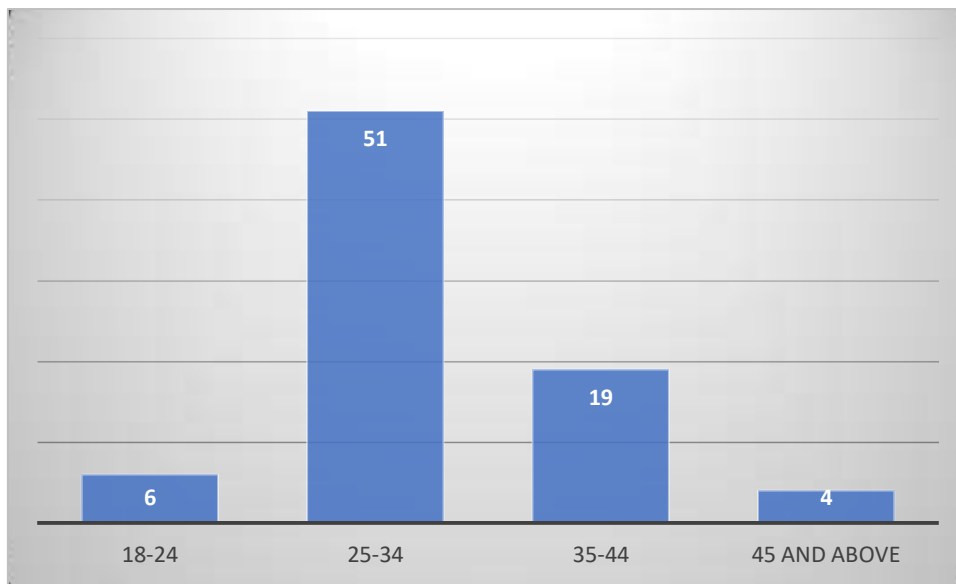
## CHAPTER 4: PRESENTATION AND DISCUSSION OF THE FINDINGS

### 4.1 Overview

This particular section focuses on the analysis and evaluation of the data that are gathered from the survey. The responses that were received from the participants are provided in the form of tables and graphs as it will help in understanding the survey results in a better manner.

### 4.2 Primary Quantitative Analysis

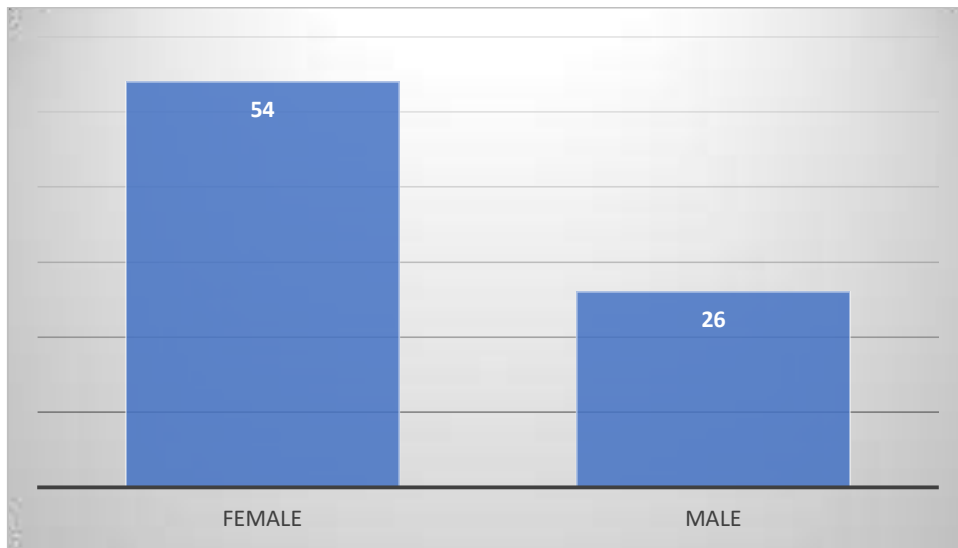
#### 4.2.1 Age



**Figure 4: Age**

The demographic evaluation of the data provided depicts that the most common age group in the sample were from 25-34 as they were 63.8%. Following that, the second most frequent age groups were within the age bracket of 35-44 as they averaged to 23.8% frequency. Next to it, the age group of 18-24 with 6 out of 80 participants having an average of 7.5%. The least participants are from the age group of 45 and above, amounting to 4 out of 80 participants and only 5.0% of the total participants.

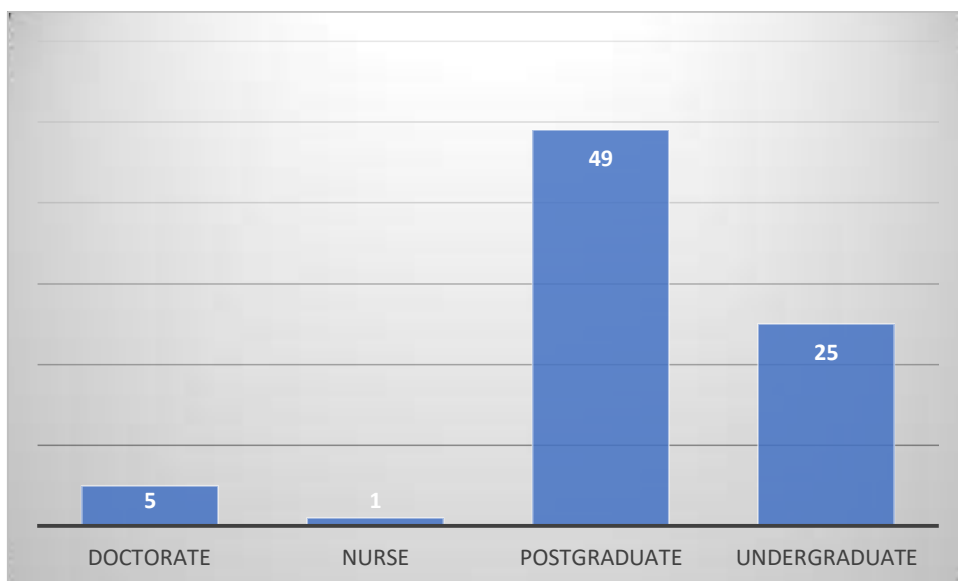
#### 4.2.2 Gender



**Figure 5: Gender**

As per the figure 5 depicted, the majority of the respondents are female as they amount to 54 out of the total 80 participants, amounting to a total of 67.5%. The male of the participants was only 26 out of the total 80 participants, which amounted to a total of 32.5% of the participants. This data clearly states that there is more female presence in the data collected and the participants.

#### 4.2.3 Education

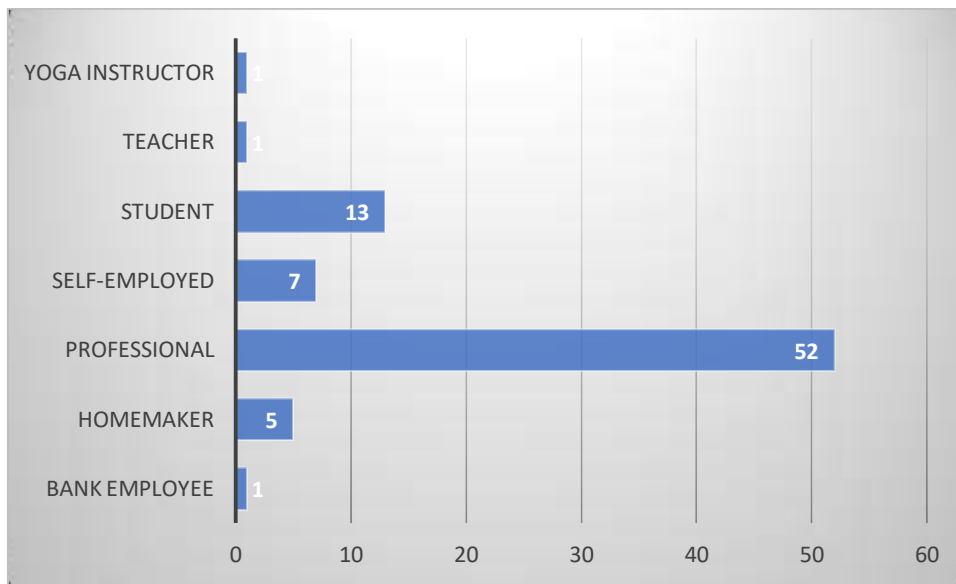


**Figure 6: Education Level**

It is evident from the data in the figure, there are 49 participants out of the total 80 participants who have completed their post-graduation. This amounts to 61.3% of the entire

participants and the highest response received as well. Following this, most of the participants are undergraduates with 25 participants out of the 80 participants. This amounts to 31.3% of the participants. After this, the most common educational qualification is the doctorate as 5 participants out of the 80 are qualified, leading to 6.3% of the participants while only 1 participant is a nurse. This status on the educational background of the participants clearly depicts that they are well-educated and are qualified sufficiently to offer the apt response to the questions asked for the project.

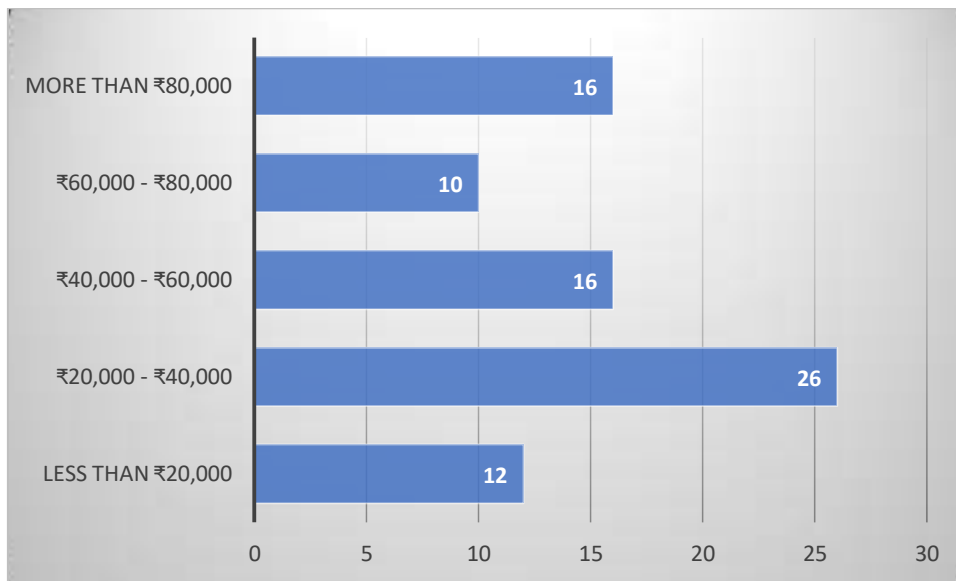
#### 4.2.4 Occupation



**Figure 7: Occupation**

From the analysis of the occupation table, it is visible that the most common occupation that is conducted by the participants are that of professionals. Professionals are 52 out of the total 80 participants and they also count up to 65.0% of the total participants. Following them, the next most common occupation is that of being a student. Out of the total 80 participants, 13 of them are students which makes it 16.3%. After this, there are 7 of the participants who were self-employed, making the percentage to 8.8% out of the total participants. Homemakers are also part of this survey. There were 5 homemakers who participated in the survey and they amount to 6.3% of the participating percentage. Bank employee, Teacher and Yoga Instructors are all one from each of the category. This amounts to 1.3% of the total participants. These are the lowest frequency of participation category in this particular survey. This survey depicts that while, professionals are the most commonly participated category, teachers, yoga instructors and bank employees are the least common participants.

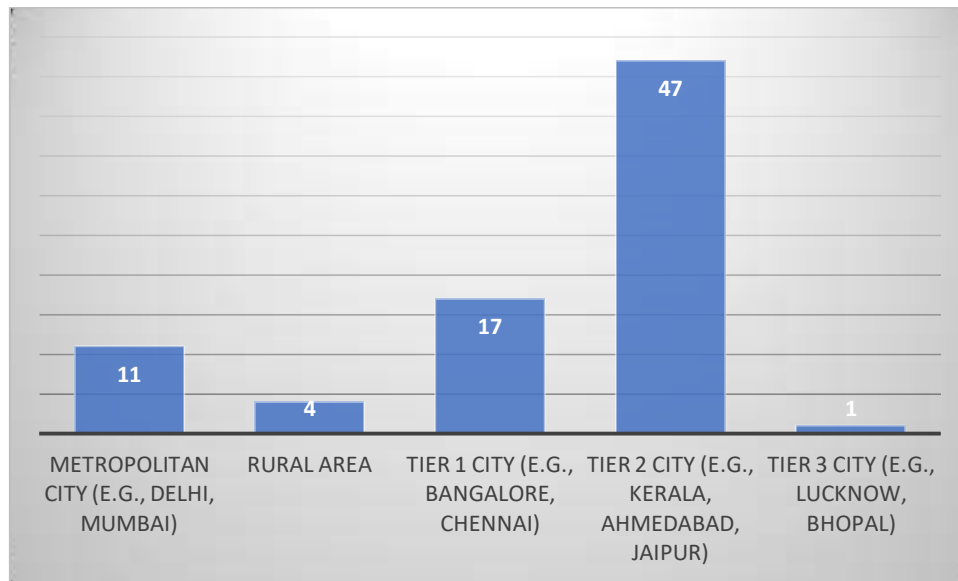
#### 4.2.5 Monthly income



**Figure 8: Monthly Income**

This table depicts the monthly income that is earned by the participants in whole. There are 26 out of the 80 participants who earn about Rs. 20,000 to Rs. 40,000. This amounts to a total of 32.5% of the participants. This category is the most common group of participants. Following this, there are the categories of Rs. 40,000 to Rs. 60,000 that has the next most common response with 16 participants similar to that of the category that earns more than Rs.80,000. This amount to 20% of the entire participants. Next to it, 12 of the 80 participants earn less than Rs. 20,000 and this is 15% of the entire participants and the Rs. 60,000 to Rs. 80,000 salary earner is also 10 out of the entire 80 participants as they amount to 12.5% of the entire proceedings. Therefore, in this particular table, it is evident that the most highly participating are from the Rs. 20,000 to Rs. 40,000 categories while the least common participants are from the Rs. 60,000 to 80,0000 salary participants.

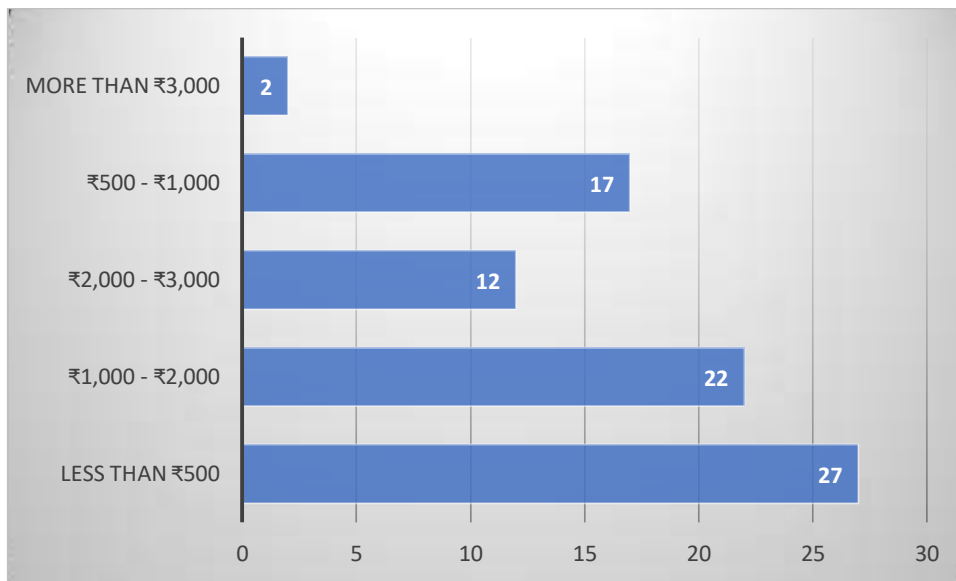
#### 4.2.6 Geographic Location



**Figure 9: Geographic Location**

On the basis of the geographic location that is present, the most common participants are from the Tier 2 city like that of Kerala, Ahmedabad and Jaipur. There were 47 participants out of the 80 participants who are from these regions. Whereas, it also amounts to 58.8% of the participants. After this tier 2 city, the next most common region or tier of city from where the participants are present are the Tier 1 City like that of Chennai and Bangalore. There are 17 out of the total 80 participants who are present in these regions and they also amount to 21.3% of the participants who are present in these tiers of the city. There are 11 participants who are hailing from the Metropolitan city like that of Delhi and Mumbai. This also means that 13.8% of the participants are from the Metropolitan city like that of Delhi and Mumbai. Following this, the minimal participation is from the rural area where the frequency is only 4 out of the total 80 participants. It also leads to 5.0% of the participants who are present in the rural areas. The least number of participants who participated in this survey are from the Tier 3 city wherein, only 1 out of 80 participants are from this region as it amounts to 1.3% of the participants. Therefore, it is evident from the table provided that the most common participants who were involved in this survey are from the Tier 2 city whereas, participants from Tier 3 city were very less.

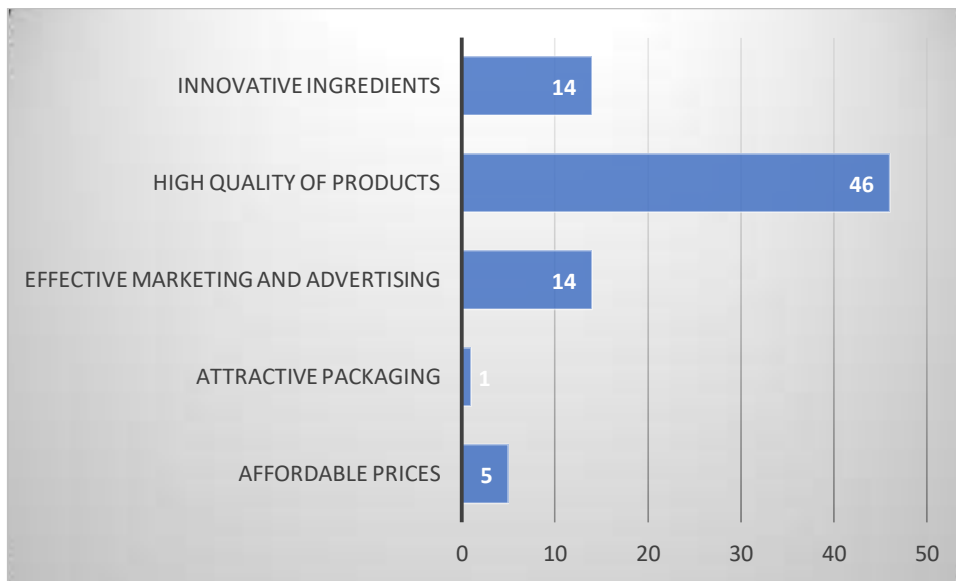
### 4.2.7 Monthly Spending



**Figure 10: Monthly Spending on Korean Cosmetic Products**

The table on the monthly spending on Korean Cosmetic Products clearly demonstrates varied results. There are 27 participants amounting to 33.8% of the participants who spend less than Rs. 500. There are 22 participants that value up to 27.5% of the participants who spend Rs. 1,000 to Rs. 2,000 on their Korean Cosmetic Products. There are 12 out of 80 participants who spend about Rs. 2,000 to Rs. 3,000 and they amount to 15% of the total participants. There are 17 out of the total 80 participants who spend Rs. 500 to Rs. 1,000 on buying Korean Cosmetic Products and this is about 21.3% of the total participants who participated in the survey. Next to it, there are 2 participants out of total 80 participants who spend more than Rs. 3,000/- monthly on purchasing Korean Cosmetic Products and it also amounts to 2.5% of the participants. From the survey conducted and the table deciphered, it is evident that the most common response is the 27 out of the 80 participants who were present in the survey and were in the category of spending less than R. 500 whereas, the least participants were those spend more than Rs. 3,000 as there were only 2 out of the 80 participants and they were about 2,5%.

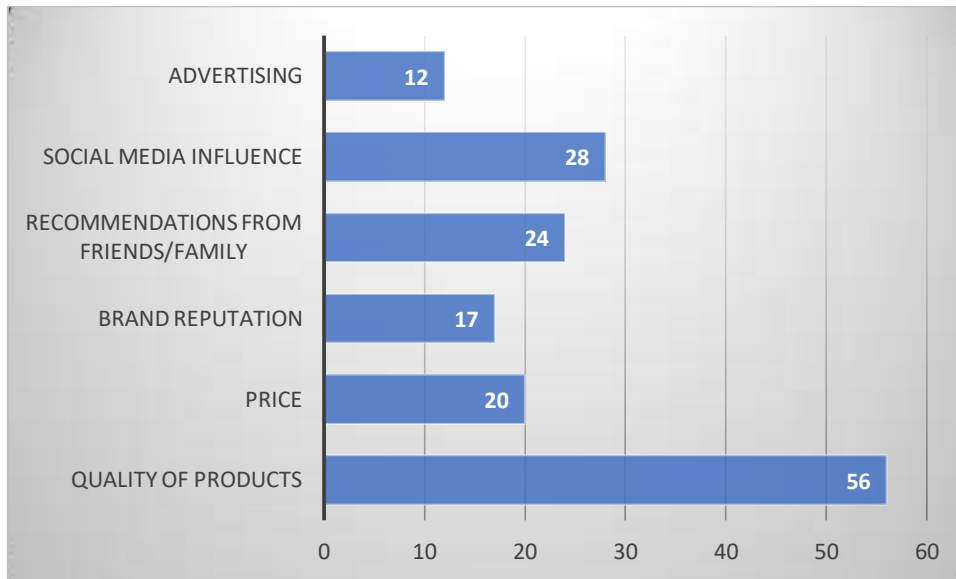
#### 4.2.8 Reasons for popularity of Korean cosmetics



**Figure 11: Main Reasons for the Popularity of Korean Cosmetics Among Indian Consumers**

On the survey conducted for the main reasons on why Korean cosmetics is popular among Indian consumers it is evident that, 46 out of the 80 participants have stated that it is due to the high quality of their products and this amounts to 57.5% of the participants. It is the highest preferred response received. Following it, 14 participants have stated that it was due to effective marketing and advertising that they have preferred to purchase Korean Cosmetic. This amounts to 17.5% of the total participants. Similar to them, there are also other set of 14 participants who state that the main reason for the popularity of Korean Cosmetics amidst Indian Consumers is stated to be the innovative ingredients that are used by the manufacturers in making of the products that were said to attract them to make use of the Korean cosmetics. There were 5 out of the 80 participants who have stated that they preferred Korean cosmetics mainly because of the affordable price range that they have been placed in. This particular reason is stated by 6.3% of the Participants. The least common answer that was provided by the Participants were that the Korean Cosmetics Products came in attractive packaging. This is regarded to be the reason that 1 out of the 80 participants have preferred to purchase Korean cosmetics product and the response is also said to have been provided by 1.3% of the participants. It is also the response with the least participants being involved. Therefore, through this survey, it is evident that while the high quality of the product is stated to be the most preferred reason for using Korean Beauty Product, the attractive packaging that it comes it's the least preferred reason for choosing Korean beauty products.

#### 4.2.9 Objective based findings



**Figure 12: Factors Influencing the Decision to Purchase Korean Cosmetics**

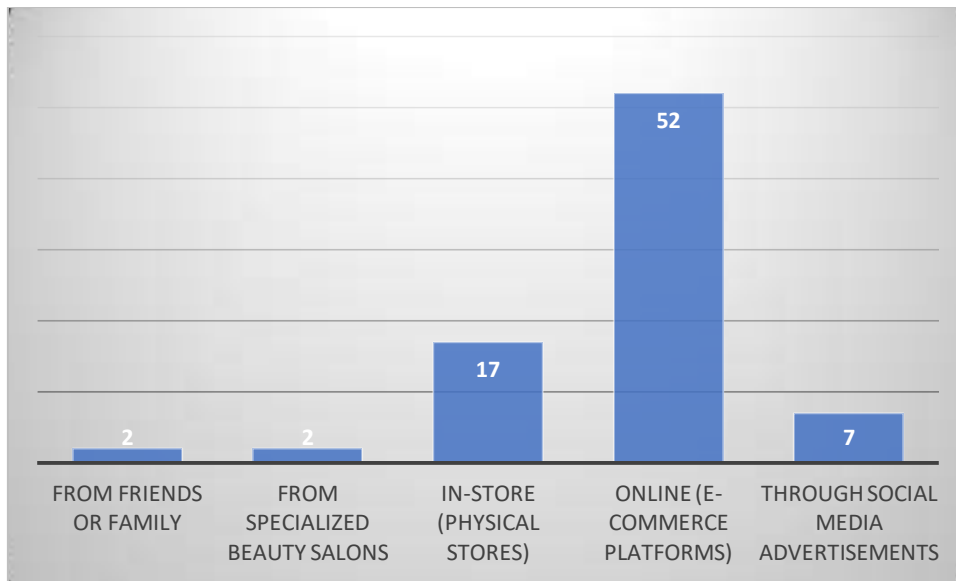
Based on the survey that was conducted to find the factors influencing the decision to purchase Korean Cosmetics in figure 12, it was stated by 56 participants that the quality of the Korean Cosmetics Products to be the main factor that influences the decision. This amounts to 70% of the total participants of the survey. Following this reason, the next most common reason is stated to be the influence of social media as stated by 28 participants leading to a proportion of 35%. After this there are 24 participants who state that it was recommended to them by their friends and family and it also amounts to 30% of the entire participants. It has been stated by 20 participants that the price is the driving factor that makes them choose the product and there are 17 participants who prefer the reputation that the brand possess to e preferring to buy it. The least recorded response is received to be due to the advertising that is conducted by the brands that leads to the choice of buying the cosmetic. This is least common response that is provided for the purpose of preferring to buy Korean cosmetics as stated by 12 of the participants and amounting to 15% of the response. Understanding this finding, it is clear that the below hypothesis is accepted:

*H1: The popularity of Korean cosmetic products among Indian consumers is positively influenced by various factors such as quality, price, brand reputation, peers, social media and advertising*



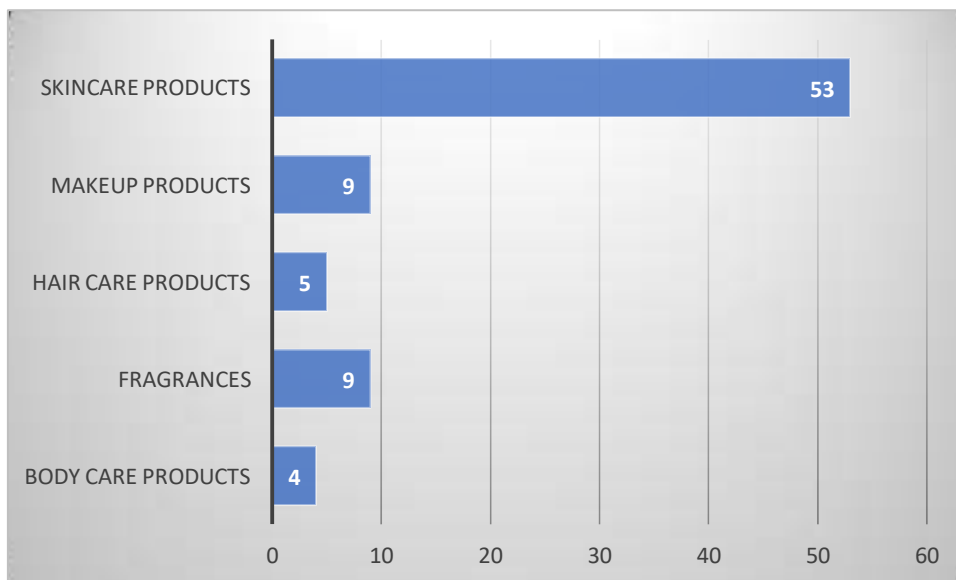
**Figure 13: Perceptions of the Availability of Korean Cosmetic Products in India**

As per the findings from figure 13, the perceptions of the availability of Korean cosmetic products in India noted that 36 of the total 80 participants have stated that it is due to the online availability rather than the physical stores with 45% of the participants preferring this choice. It is also the highest response received. Following it, 29 of the participants have stated that it is due to the availability only in specialized stores and its percentage is 36.3%. There are 6 participants who state that it is easily available in most of the stores and it amounts of 7.5% of the participants. It has been stated by 7 participants that the cosmetic products are hard to find and it amounts to 8.8% of the Participants, while, 2 participants amounting to 2.5% state that they are not available at all. While the most common response received for this survey topic is that the products are available online but not in physical stores, the least common answer to it is that they are not available at all.



**Figure 14: Preferred Methods of Purchasing Korean Cosmetics**

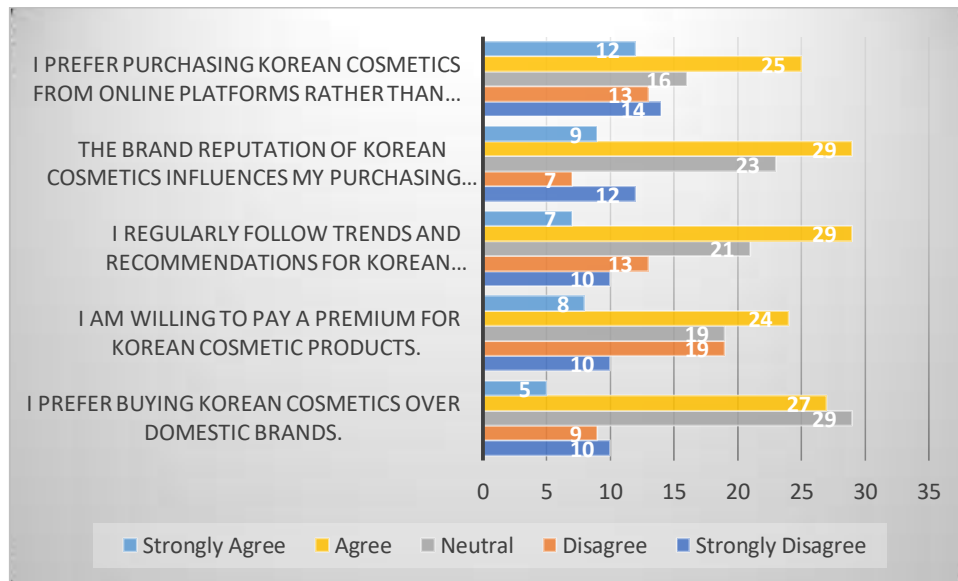
In regards to the preferred method of purchasing these Korean Cosmetics, the findings of figure 14 shows that the least commonly stated preferred methods of purchasing Korean cosmetics are from friends and family amounting to 2.5% only and also beauty salons which too amounts to 2.5% only. Whereas, the most common response is by the means of using E-Commerce platform. This is stated to be preferred by 52 participants.



**Figure 15: Most Frequently Purchased Types of Korean Cosmetic Products**

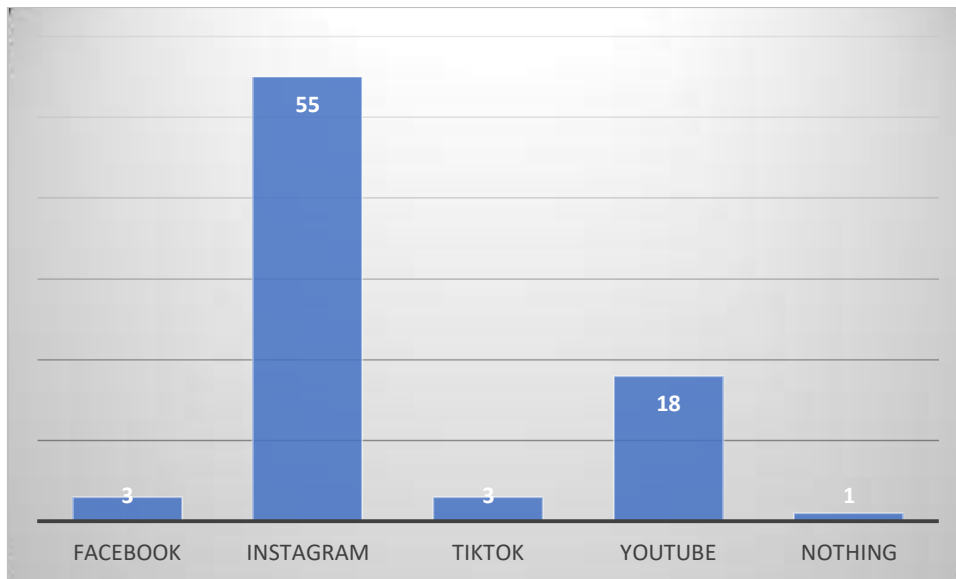
In regards to the most frequently purchased type of Korean cosmetics in figure 15, it has been highly stated by 53 participants that they prefer skincare products whereas, a meagre participant of 4 state that they prefer to purchase body care products. Following the skincare

product, the next most preferred product is the makeup and fragrance products which are preferred by 9 participants.



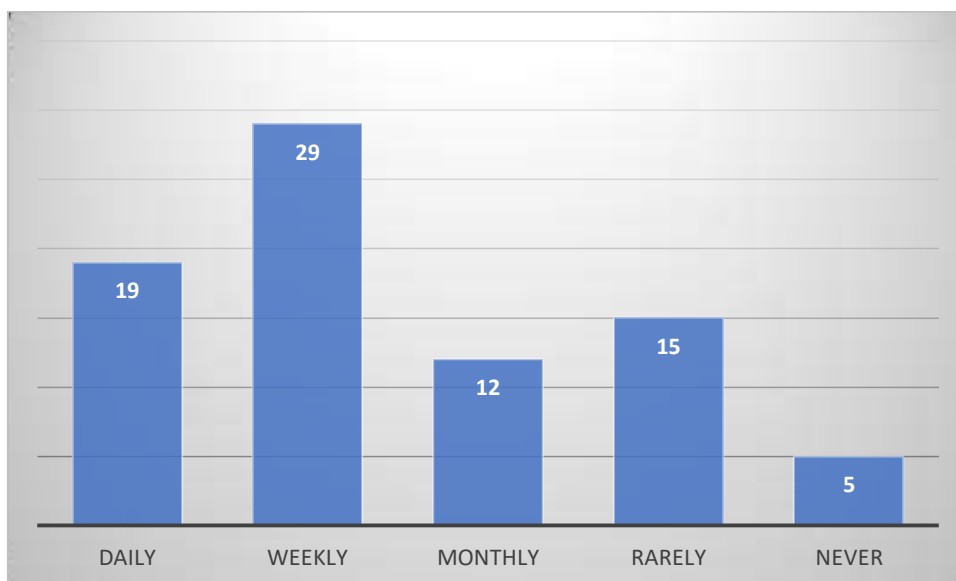
**Figure 16: Purchasing behaviour**

In terms of the purchasing power in figure 16, it is stated by the participants in the survey that in preferring to buy Korean cosmetics over domestic brands, 10 participants strongly disagree while 27 participants agree. In regards to willing to pay a premium for Korean Cosmetics products 24 participants agree while 19 participants disagree. In the criteria of regularly following trends and recommendations for Korean Cosmetics, 29 participants agree whereas, 21 participants are neutral regarding the same. In terms of the brand reputation of Korean cosmetics that influence the decision of purchasing the product is agreed by 29 participants whereas, 7 participants disagree with it. In regards to the preference of purchasing the Korean cosmetic from online platforms rather than physical stores, it has been agreed by 25 participants, whereas, 14 participants strongly disagree to the same.



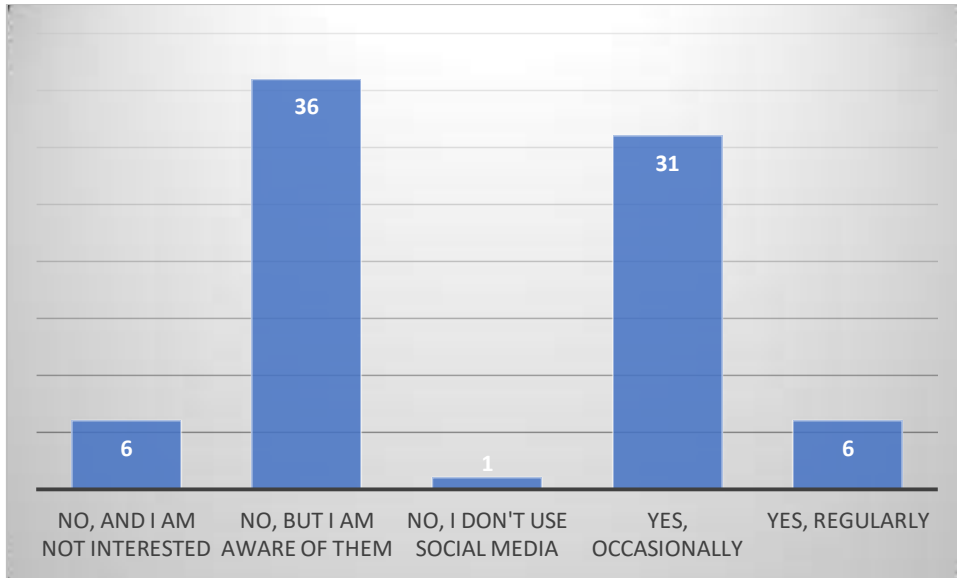
**Figure 17: Social media platforms with the most influence on trying Korean cosmetics**

The social media that is stated to have the most influence in regards to trying the Korean cosmetics are also taken into consideration in figure 17 analysis. Accordingly, 55 of the Participants prefer Instagram, it being the most preferred mode. While Facebook and TikTok is stated to be the least preferred medium with only 3 participants in each platform.



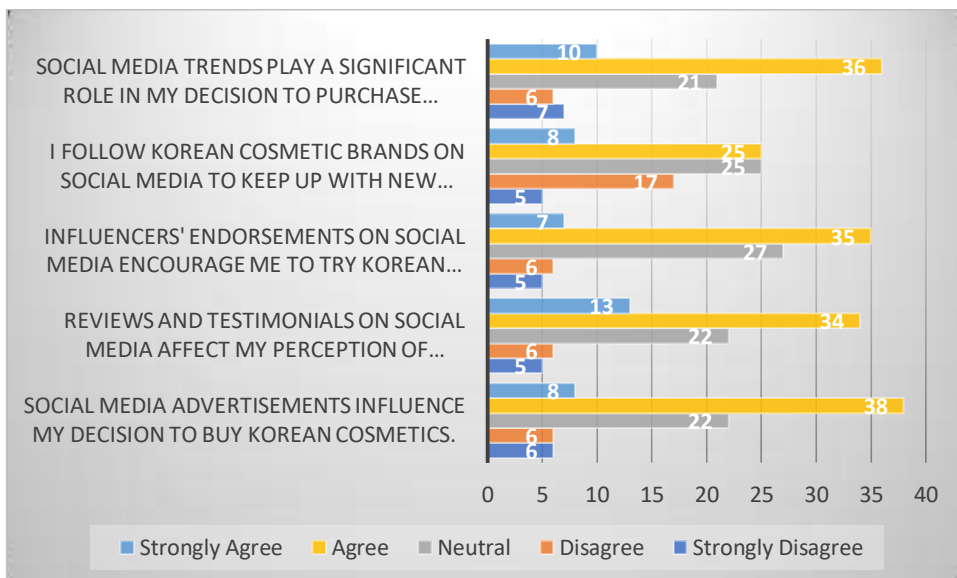
**Figure 18: Frequency of Seeing Advertisements for Korean Cosmetics on Social Media**

In regards to the frequency of seeing advertisements for Korean cosmetics on social media, 29 participants have stated to have seen it weekly while 19 participants have seen it daily. However, there are 15 participants who have seen the advertisement rarely.



**Figure 19: Following Influencers or Beauty Bloggers Who Promote Korean Cosmetics**

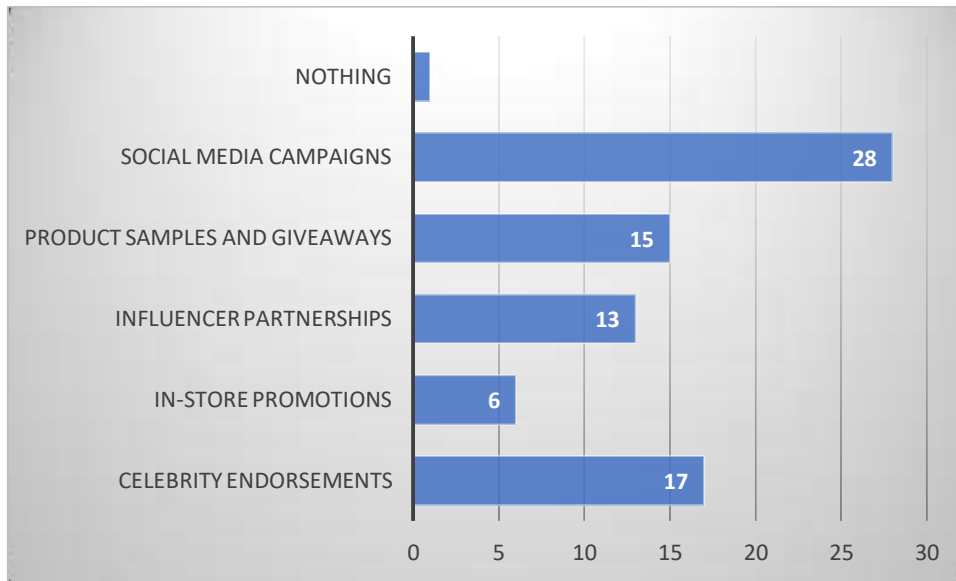
In terms of seeing advertisements for Korean Cosmetics on social media, following influencers or beauty bloggers who promote Korean cosmetics, it has been stated by 36 participants that they don't follow the influencers, but yet, they are aware of the influencers on social media. On the other hand, there are 31 participants who state that they do follow these beauty bloggers occasionally. It has been stated by 1 participant that they don't use social media and 6 participants have stated that they follow the influencers regularly.



**Figure 20: Social media influence on Korean beauty products adoption**

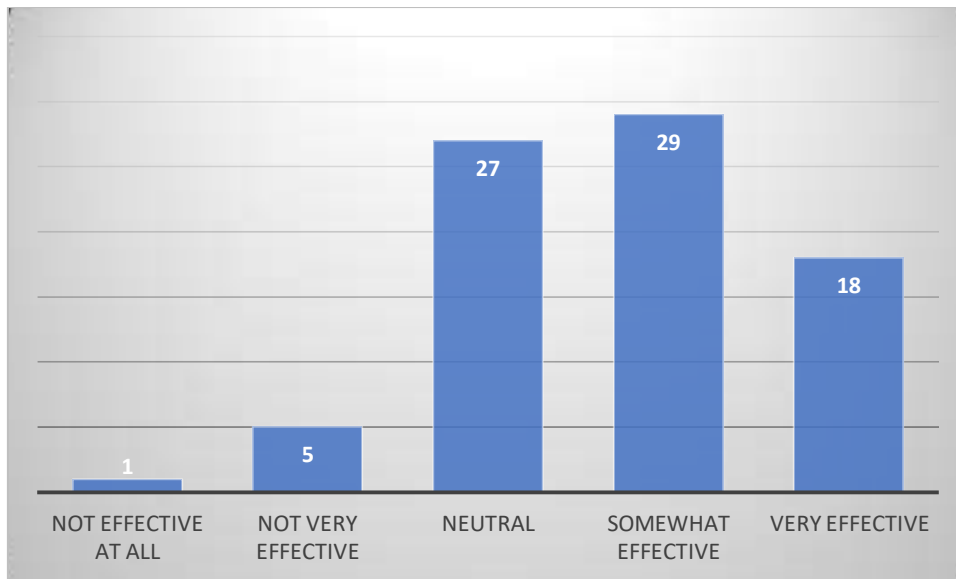
In terms of social media influence on Korean beauty products adoption, it has been stated by 38 participants that they agree to social media advertisements influencing their decisions. It has been strongly disagreed by 7 participants that social media trends play a significant role

in their decision to buy Korean cosmetics while 10 other participants strongly agree to it. While 7 participants strongly agree that the endorsement of influencers on social media encourages them to try Korean cosmetics, 5 participants strongly disagree. There are also 25 participants who agree to follow Korean Cosmetic brands on social media as it helps them keep up with the latest development in the product while the endorsement of influencers on social media to try the product has also been agreed by 35 participants.



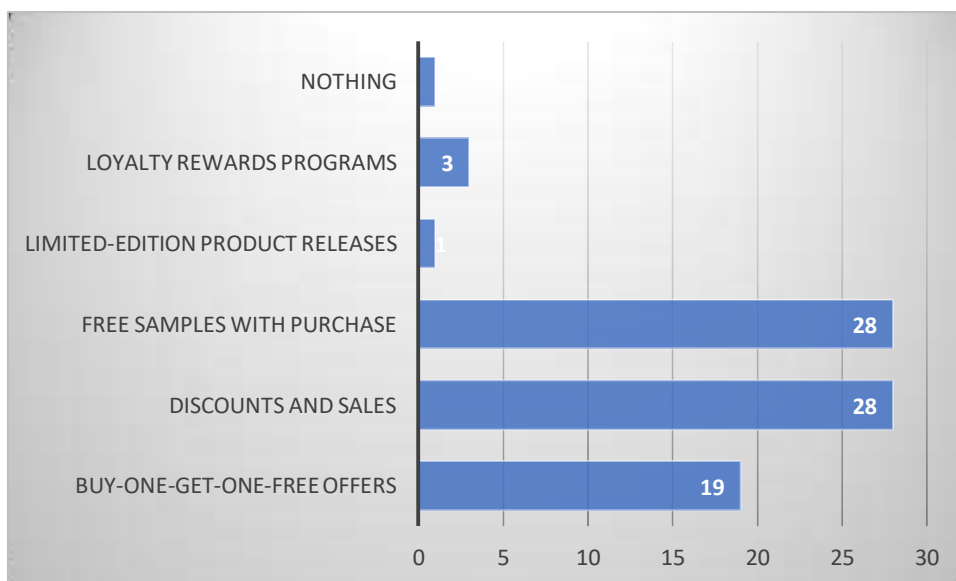
**Figure 21: Most Effective Marketing Strategies for Korean Cosmetic Brands Among Indian Consumers**

In terms of the effective marketing strategies for Korean cosmetic brands among Indian consumers it has been stated by 17 participants that celebrity endorsement is an effective marketing strategy, however a majority of 28 participants claim that social media campaign is the most effective marketing strategy while only 6 participants declare that in-store promotions are stated to be effective.



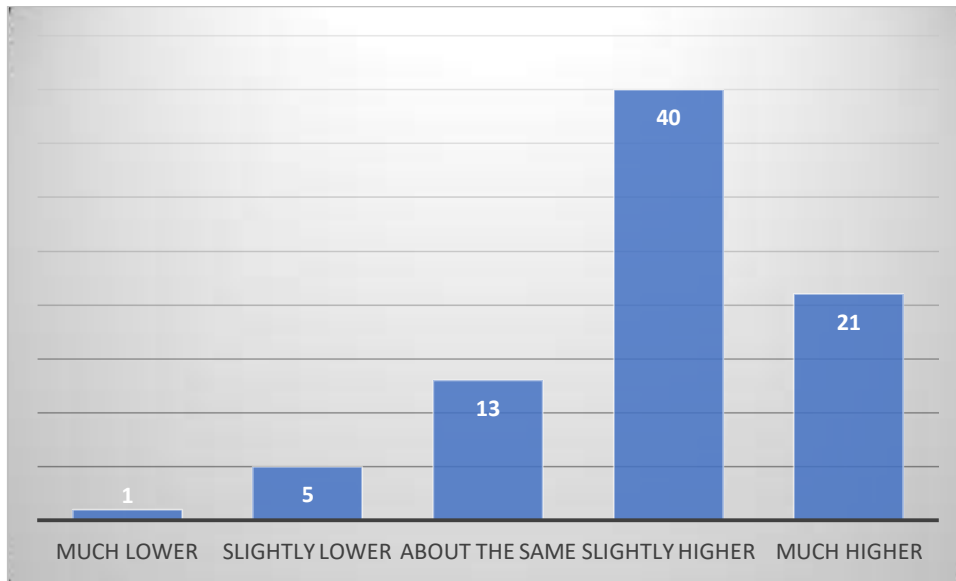
**Figure 22: Effectiveness of Advertisements for Korean Cosmetic Brands in India**

In terms of the effectiveness of advertisement for Korean Cosmetic brands in India, a majority of 29 participants state it to be somewhat effective, while only 1 participant declares it to be not effective at all. Therefore, it can be stated that the advertisements conducted for Korean cosmetic brands in India is effective.



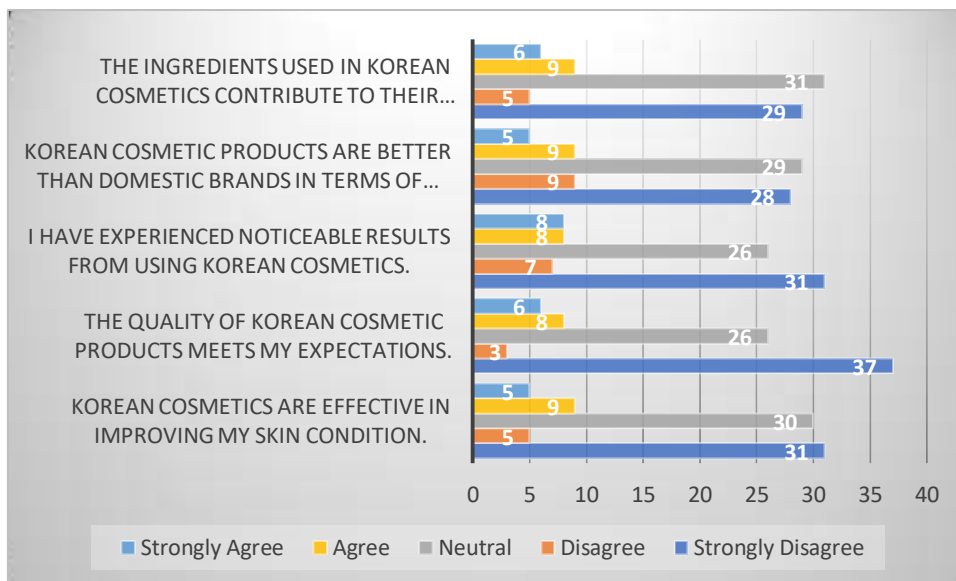
**Figure 23: Types of Promotional Offers That Encourage Purchases of Korean Cosmetics**

In regards to the types of promotional offers that encourage purchase of Korean cosmetics, 28 participants stated that discounts, sales and free samples with purchases to be effective tools. While only 1 participant states that limited edition product releases to also be effective.



**Figure 24: Comparative Rating of the Quality of Korean Cosmetics vs. Domestic Brands**

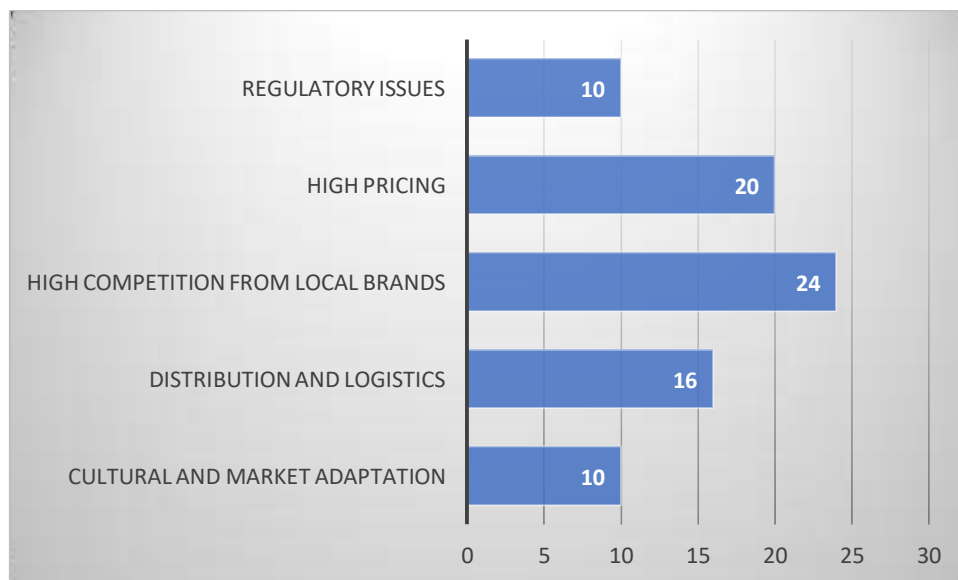
In regards to the comparative rating of the quality of Korean cosmetics in comparison to domestic brands, a majority of 40 participants state them to be slightly higher than the others, whereas there are also 5 participants who claim that the quality is slightly lower.



**Figure 25: Quality and effect of Korean beauty products**

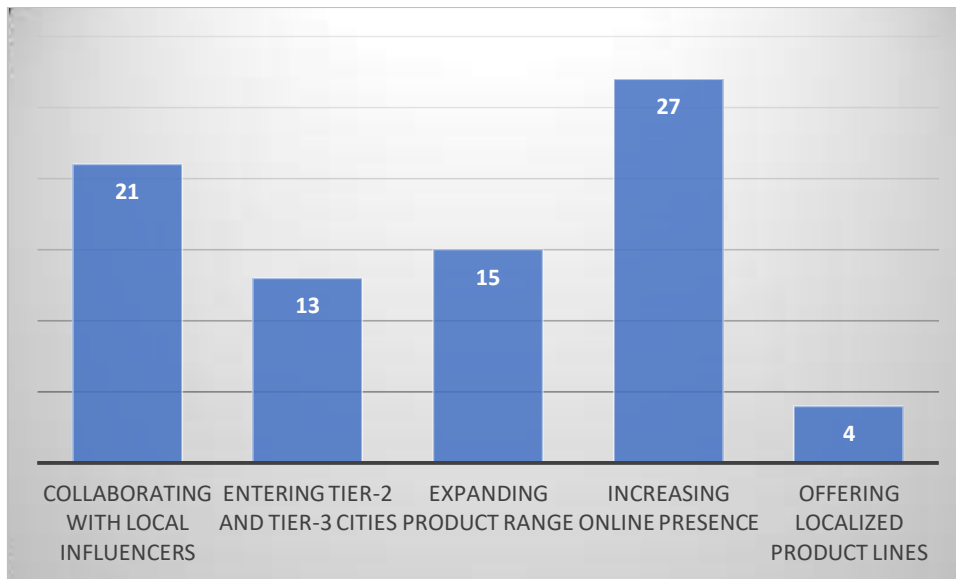
In terms of the quality and effect of Korean Beauty products, it has been strongly disagreed by 31 participants that Korean cosmetics are effective in developing their skin condition while 30 are neutral and only 9 agree. It has been strongly disagreed by 37 participants that the quality of Korean cosmetics products satisfies their expectation, while 6 participants agree. There are 8 participants who strongly agree that they have experienced noticeable

result after using the Korean cosmetics, while there are 31 participants who strongly disagree. It has also been strongly agreed by 5 participants that Korean cosmetic products are better than the domestic brands in terms of quality, while there are 28 participants who strongly disagree to it. There are 29 participants who disagree that the ingredients used in Korean cosmetics contribute to their effectiveness while 6 participants strongly agree to it.



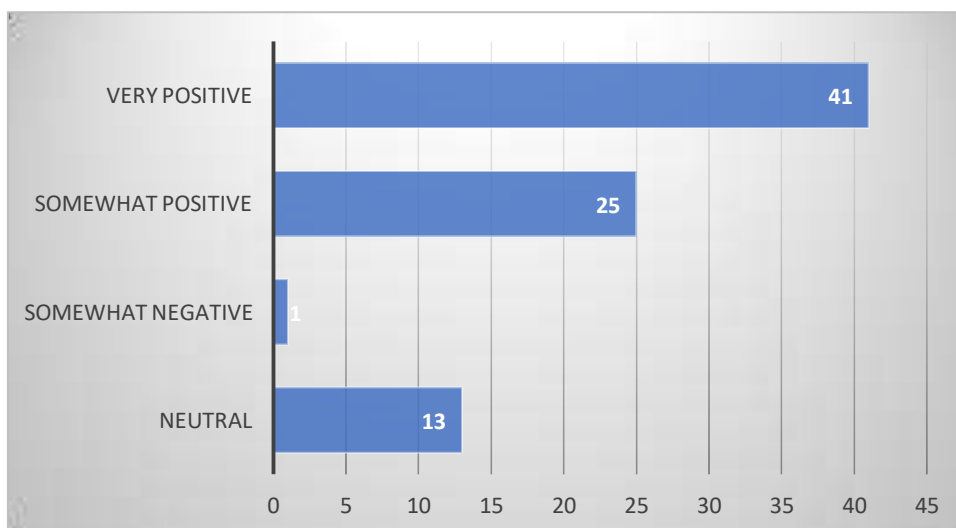
**Figure 26: Biggest Challenges Facing Korean Cosmetic Brands in India**

In regards to the biggest challenge that is faced by the Korean cosmetic brands in India is high competition from local brands as stated by 24 participants. It has been stated by 20 participants that high pricing of the products could also be stated a challenge faced by the Korean brands while 16 participants say distribution and logistics to be the issue and 10 participants state that cultural and market adaption along with regulatory issue to be the other challenges to be faced in the Indian market by Korean Cosmetics Brands.



**Figure 27: Most Significant Opportunities for Korean Cosmetic Brands in India**

The most significant opportunities for Korean cosmetic brands in India as per the survey is stated to be through increasing online presence as stated by 27 of the participants. Following it the next most effective means is by collaborating with local influencers. It is voted positively by 21 of the participants and the least effective method is stated to be offering localized product lines as voted by only 4 participants.



**Figure 28: Future Growth Potential of Korean Cosmetics Among Consumers in India**

In the survey taken for future growth potential for the Korean Cosmetics among Indian consumers, it has been stated to be very positive growth as declared by 41 out of the 80 participants, while there are 13 participants who prefer to remain neutral in its regards.

### 4.3 Correlation analysis

**Table 26: Relationship between Social media influence on Korean beauty products adoption and Purchasing behaviour**

Social media influence on Korean beauty products adoption	Purchasing behaviour
Pearson Correlation	.731**
Sig. (2-tailed)	.000
**. Correlation is significant at the 0.01 level (2-tailed).	

In terms of the relationship between social media influence on Korean beauty products adoption was mentioned in table 26. According to the findings, it is understood that the Pearson correlation coefficient of .731 with a significance value of .000 ( $p < 0.01$ ) indicates a strong, statistically significant positive relationship between social media influence and purchasing behaviour. This suggests that as social media influence increases, the likelihood of adopting and purchasing Korean beauty products also increases. Hence the below hypothesis is accepted:

*H3: There is a significant positive correlation between social media influence on the adoption of Korean beauty products and purchasing behaviour.*

**Table 27: Relationship between Quality and effect of Korean beauty products and Purchasing behaviour**

Quality and effect of Korean beauty products	Purchasing behaviour
Pearson Correlation	.746**
Sig. (2-tailed)	.000
**. Correlation is significant at the 0.01 level (2-tailed).	

The quality and effect of the Korean beauty product with Pearson correlation is stated to be 0.746 as the correlation is significant at the 0.01 level with the Sig value to be 000, i.e. the p-value is 0.000, which is less than the significance level of 0.01. Since the p-value is significant, the hypothesis is accepted, confirming that a higher perceived quality and effect of Korean beauty products are strongly associated with increased purchasing behaviour.

*H2: There is a significant positive correlation between the perceived quality and effect of Korean beauty products and purchasing behaviour.*

#### 4.4 Discussion

The market for Korean cosmetics and healthcare products has expanded to a great extent over the years. As revealed by Kang *et al.* (2020), the “*fear of missing out*” or FoMO has taken a significant role in encouraging consumers to purchase Korean beauty products. Other than that, a larger percentage of the respondents are observed to be female, which reflects their crucial engagement and influence in the market progress for Korean beauty products. The presence of knowledge, interest and enthusiasm among females is quite common regarding cosmetics products, their professionalism can make a significant difference relating to the use of Korean beauty products. This factor also reflects that the earning potential of consumers is directly involved with the purchasing of luxury cosmetics. Other than that, the largest number of people involved in the purchasing of Korean beauty products is observed to be from Jaipur and Ahmedabad. The increased access to international cosmetics products and healthcare has been enhanced through the emerging interest and enthusiasm from female consumers.

Other than that, one of the key factors that influence consumers to be involved with the purchasing process is the development and design of the product. The maintenance of sustainability has turned out to be incredibly essential for attracting consumers toward any product (Kamp Albæk *et al.* 2020). However, most regular consumers relating to Korean cosmetics products are identified to spend around 500 rupees per month, while there are an insignificant number of people investing over 3000 rupees for these products. A vast range of factors can contribute to the purchasing of Korean beauty products in India, which include exclusive advertisement and marketing, the use of innovative materials and ingredients, affordability and quality of the products and packaging. Among these, the quality of the products is identified to be the most crucial factor that has taken a lead role in attracting and encouraging the purchasing intention of consumers. These factors have not only encouraged and influenced the purchasing of Korean beauty products but have also expanded the market for these products in India.

Different participants have shared different opinions associated with their purchasing intentions as each of these factors holds a consecutive role in encouraging people to purchase specific products or goods. Increased access to social media platforms along with e-commerce sites has been proven to be exclusively beneficial and helpful for these procedures. As opined by Hanaysha *et al.* (2021), the elements of the marketing mix consist of a major influence on consumers’ purchasing decisions. Henceforth, a crucial indulgence is observed

between different aspects and attributes relating to marketing and consumers' intention to buy specific products, which can also encourage potential consumers to engage with luxury products. Henceforth, marketing and advertisement play a critical role in attracting potential consumers for Korean cosmetics products in India. Accessing different e-commerce platforms and social networking sites has also taken a critical role in encouraging consumers. The respondents have also shared their attraction toward the packaging of the products, which in fact can be taken an insignificant factor.

The popularity of Korean cosmetics products has been recognised as one of the major factors increasing the positive buying attitude among Indian consumers in the present day. As found from this study, most of the surveyed consumers stated that the popularity of these types of cosmetics products is critically shaping the consumers' purchasing patterns. Customers are considered to be the inventive elements that manufacturers employ to create the goods that are supposed to draw consumers to use Korean cosmetics. Hassan *et al.* (2021) mentioned in this context that the popularity of a particular product is directly related to the enhancement of brand awareness and brand loyalty in the operating market. Therefore, based on the findings of this study, it can be considered that the popularity of Korean cosmetic products in the Indian market is a crucial factor in encouraging consumers to buy and use these products.

Apart from popularity, this study also highlights the quality of the available products as another essential aspect which not only enhances the popularity of such products but also encourages consumers to repeatedly buy these products from the market. Hwang *et al.* (2021) mentioned in an article that the quality of products enhances consumer satisfaction which generates repeat purchases from the consumers. Therefore, the findings of this study regarding the role of the quality of the available Korean cosmetics products as a factor in positively enhancing consumer buying attitudes can be considered an appropriate outcome of the study. The popularity of the available cosmetics products has also been identified to grow from the management of quality by the brands in such products which can also be considered as another factor associated with the development of positive attitude among the Indian consumers regarding buying and using Korean cosmetics.

#### **4.5 Conclusion**

The study also identified that the high availability of Korean cosmetics products is also an effective factor in increasing the sales of these products in the Indian cosmetics market as it

helps the consumers get their desired product with minimal effort. Regarding the survey issue, the most frequent response was that the items are available online but not in physical stores, while the least frequent response was that they are not available at all. These particular findings of the study also indicate the fact that the high availability of these products in the Indian market is emphasising the buying behaviour of Indian consumers in a positive way.

## **CHAPTER 5: CONCLUDING THOUGHTS**

### **5.1 Implication of findings for the research questions**

The present study is based on the rise of Korean beauty products in the global and Indian market. This study is helpful and is a useful contribution on various literature works on the associated aspects of the topic of research namely, behaviour of consumer across the globe and also the various beauty trends. The conceptual framework has been useful in identifying the relationships between the independent and the dependent variables and also the theoretical frameworks. Relevant methodology has been implemented in conducting the research study. The collected data has been analysed and the findings have been outlined in this study. These findings are not only useful for the research work but also the complex aspects of the global beauty industry can be explored in detail. This will be useful in implement the useful strategies for the future.

According to the data analysis the participants have been recruited as per their different demographic specification. 7.5 % of the participants are from the age group 18 to 24 and maximum participants of 63.8% are from the age group of 25 to 34. This age group is the best age group to be the respondents to provide the opinion about the topic. This is also normal that the number of 54 female participants have been recruited for this study and 26 numbers of male participants are there. This is true that the use of the beauty products is maximum among the females and for that the number of female participants is more. For the study the postgraduate and graduate students are being selected for the respondents and the percentage of the respondents are 61.3% and 31.3 %. This is also noticed that 52 numbers of the professionals have also prioritised for this study and a total of 80 participants are recruited for collecting data. Following the number of the participants who are having the monthly income of 20000 to 40000 are maximum in the study. The graphical demography has also been considered and 13.8% of people are selected from the metropolitan city and maximum participants of 58.8% have been selected from the tier 2 city.

From the data analysis, this has been noticed that 27 among the respondents are spending less than 500 Rs monthly on cosmetics and 22 among them are spending 1000 to 2000 Rs monthly on Korean cosmetics. Simultaneously, the 2 of the respondents that spend more than 3000 monthlies for the Korean beauty products. The question that has been stated in the research is what are the main reasons for the popularity of Korean beauty products. The

examination of the data has proved that the maximum participants that are being selected for the respondents for the research have given opinion for the high quality of the products and the marketing strategy of the Korean beauty products. Marketing strategy of the different brands are influencing the purchase behaviour of the people in India. E commerce and the social media platforms are being used for the marketing of the products. The Korean brands of the beauty products use influencers marketing to penetrate the Indian market. The innovative product ingredients and eco-friendly products have made the product in the country. This current research has its significance to identify the factors that are influencing the purchase decisions of the consumers regarding the beauty products of Korean brands.

Various tests and examinations of the collected data have the significance to identify the factors that are impacting the consumer behaviour of the Indian market. The Korean brands are mostly introducing fragrances and that are getting popularity among the consumers. The social media platforms, especially Instagram, are being used by the brands to make the positive publicity of the fashion products among the consumers. The frequency of the posting advertisements on the social media platforms are helping the brands to collect the popularity from the consumers. Quality of the products and the marketing strategy helps the brands to shape the behaviour of the consumers. Simultaneously the celebrity endorsement and instore promotions are also being done by the companies. The consumers from the urban areas are making the products more popular. The companies that are producing the beauty products have to penetrate the rural areas also with the pricing strategy and other marketing influences to shape the purchase and the behaviour of the people of the rural areas. Discounts and the free sample distribution are also part of the strategy of the Korean brands to make the brands popular in the country. The products of the Korean brands are slightly higher priced according to the respondents. Moreover, the research has evaluated that the Korean products and marketing strategies are appropriate for the Indian market.

As per the findings of the study, there are several factors that are positively shaping the consumers' buying patterns, especially for the Korean cosmetics brand among which the accessibility and popularity of these products are recognised to have much efficiency in the management of buying behaviour of the Indian consumers regarding selecting Korean beauty products as desired ones. On the other side, the growing e-commerce activities in this industry have also been identified as another potential factor developing the availability of these products which is also encouraging the consumers to select these products for use.

Shoppers are expressed to be the imaginative fixings that are utilized by the producers in making of the items that were said to pull in them to create utilize of the Korean makeup. The slightest common reply that was given by the Members was that the Korean Beauty care products Items came in appealing bundling. It is additionally the reaction with the least participants being included. In this manner, through this overview, it is obvious that whereas the tall quality of the item is expressed to be the foremost favoured reason for utilizing Korean Excellence Item, the appealing bundling that it comes it's the least favoured reason for choosing Korean magnificence items (Hwang *et al.*, 2021).

Due to worldwide customer culture, buyers the world over have progressively homogeneous needs and tastes that are not based on them possess one-of-a-kind societies and traditions. These worldwide customers are an unused course of buyers who appear in comparative ways of life, acquiring designs and buyer inclinations around the world as the boundaries to exchange between nations are lifted and advertisement openings quicken (Jin *et al.*, 2020). In spite of the fact that there are social contrasts, they are rising as an awfully imperative customer course within the worldwide showcase since they obtain information through online exercises and abroad trips and involve homogenous utilization designs whereas encountering different societies. Hence, investigation on SGCC is now underway to clarify how worldwide shoppers get it and acknowledge the typical meaning of worldwide brands.

Given these patterns, the worldwide buyer culture hypothesis (GCCT) has gotten to be compelling in universal business and promoting. Advocates of this hypothesis contend that the globalization of markets has driven to the presence of a worldwide shopper culture in which numerous buyers share utilization values notwithstanding of their residential countries. Moreover, the worldwide customer lesson that points to taking part within the worldwide buyer culture is expanding in each nation, counting Korea (Nugroho *et al.*, 2022). Commitment to a brand alludes to a deliberate behaviour in which buyers need to have an enduring relationship with the brand within the future. Once commitment is made, a solid conviction decides a concrete demeanour toward the brand, which makes it troublesome to switch to a competitive brand.

## **5.2 Recommendations for practice**

The usage of various Korean cosmetic products in India is now on the rise and its popularity is increasing tremendously. Various Korean beauty brands are known for their advanced

technology, unique packaging and cutting-edge materials. Based on these impact analyses, several recommendations are given here that can help increase the success of various Korean cosmetics products in the Indian market (Choedonand Lee, 2020). Various Korean cosmetic products are usually designed based on the country's climate and Korean skin. But when it comes to the Indian market, the properties of these products need to be adapted to local skin types and different climates. For that, the various ingredients and formulations of these products should be seen to be compatible with the local skin. Accordingly, the different formulations and ingredients of the products should be designed in such a way that they can be useful with local skin problems such as excess oil or acne problems or dry skin.

Through this relevant research and analysis of various markets, they have to customize their products according to the local needs and this is very important. Increasing the popularity of various Korean cosmetic products requires a hugely powerful marketing strategy that can be done through various social media platforms. As because promotions can be set up by contacting influencers through social media and engaging with beauty bloggers through advertising (Nugroho *et al.*, 2022). Various beauty influencers can use Korean cosmetic products to talk about their benefits and qualities and raise awareness among people. Moreover, marketing strategies consistent with Indian heritage can be used to attract the attention of different customers through customized campaigns. Korean cosmetics should be ensured at a reasonable price to the Indian consumers and keep it affordable. If good quality products are provided in affordable price, it will attract more customers and also increase the purchase rate.

Moreover, products can be made available using various advanced distribution channels such as increasing presence in various offline retail stores and advertising on online platforms. Special training should be given to the sales staff so that customer service can be improved. It is very important that they can provide proper information about the product (Macheka *et al.* 2024). As because different customers need to give proper instructions while buying any product and they will be more satisfied if they get different instructions. Different Korean brands need to diversify their product lines because Indian people have different hair or skin types and need to develop special formulas.

Besides that, it will be possible to gain a competitive advantage by introducing various new and opening type products in the market. Various Korean cosmetic brands are particularly required to conduct regular campaigns or programs such as discounts from time to time,

various benefit packages, and seminars (Whang *et al.*2021). Along with the help of these programs, various Korean cosmetics brands will be able to attract consumers in the Indian market and promote their products and show how appropriate their products are. By following these above recommendations, various Korean cosmetic brands will be able to build their strong position in the Indian market and will be able to establish a long-term relationship with the customers.

### **5.3 Contributions and limitations of the research**

The present research has the significance to give the information on how Korean products are shaping the purchase decisions of the consumers. After the evaluation of the data from the respondents, they declared that the quality of the products and the strategy of marketing is increasing the popularity of the products. This is also noticed that the people that are from urban areas are mostly known for using these products. The study has to evaluate the strategies of rural people who can avail the beauty products from the Korean companies; however, it has not been mentioned in the present study, and this is a limitation of this research. Time limitation is also a barrier in the field of completing this study as limited time has caused an issue to the researcher during the collection of adequate data related to the study.

### **5.4 Recommendations for future research**

The present study provides valuable insights into the factors influencing consumer behaviour towards Korean beauty products in the Indian market. By focusing on primary data, the research offers a detailed understanding of how these products impact purchasing decisions, brand perceptions, and consumer attitudes within a specific regional context. However, the study also presents several opportunities for future exploration and expansion. One promising avenue for future research involves broadening the scope to encompass a global perspective. As Korean beauty products continue to gain popularity worldwide, examining consumer behaviour across different international markets could reveal diverse patterns and preferences. This expanded approach would enhance the understanding of how cultural, economic, and social factors shape the global appeal of K-beauty products. Additionally, while the current study relies on primary data analysis, future research could benefit from incorporating secondary data sources. Authentic and comprehensive secondary data, such as global market reports, industry analyses, and consumer surveys from various regions, could provide a more holistic view of the global factors influencing consumer behaviour. This approach would allow for a comparative analysis of regional trends and a deeper exploration

of the overarching dynamics driving the success of Korean beauty products on a worldwide scale.

## **5.5 Final conclusion and reflection**

The study on the impact of Korean cosmetic products on consumer behaviour in the Indian market underscores several critical insights. It reveals that the popularity of Korean cosmetics in India is primarily driven by their high product quality, innovative ingredients, and effective marketing strategies. Social media, especially Instagram, along with influencer marketing, plays a pivotal role in shaping consumer perceptions and influencing purchasing decisions. The data indicates a strong preference among urban consumers, particularly females aged 25 to 34, who are willing to invest between 500 to 2000 INR monthly on these products. The appeal of Korean cosmetics is further enhanced by their eco-friendly attributes and strategic celebrity endorsements. However, the study also highlights a gap in reaching rural consumers, suggesting that Korean brands need to implement targeted pricing and promotional strategies to expand their market reach. Reflecting on these findings, it is evident that while Korean cosmetics have successfully carved out a niche in the urban Indian beauty market, there remains significant potential for growth in less penetrated areas. Brands must continue to innovate and adapt their strategies to address diverse consumer needs and preferences across different regions.

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## APPENDIX

### Appendix -A: Analysis table

**Table 3: Age**

	Frequency	Percent
18-24	6	7.5
25-34	51	63.8
35-44	19	23.8
45 and above	4	5.0
Total	80	100.0

**Table 4: Gender**

	Frequency	Percent
Female	54	67.5
Male	26	32.5
Total	80	100.0

**Table 5: Education Level**

	Frequency	Percent
Doctorate	5	6.3
Nurse	1	1.3
Postgraduate	49	61.3
Undergraduate	25	31.3
Total	80	100.0

**Table 6: Occupation**

	Frequency	Percent
Bank employee	1	1.3
Homemaker	5	6.3
Professional	52	65.0
Self-employed	7	8.8
Student	13	16.3
Teacher	1	1.3

Yoga Instructor	1	1.3
Total	80	100.0

**Table 7: Monthly Income**

	Frequency	Percent
Less than ₹20,000	12	15.0
₹20,000 - ₹40,000	26	32.5
₹40,000 - ₹60,000	16	20.0
₹60,000 - ₹80,000	10	12.5
More than ₹80,000	16	20.0
Total	80	100.0

**Table 8: Geographic Location**

	Frequency	Percent
Metropolitan City (e.g., Delhi, Mumbai)	11	13.8
Rural Area	4	5.0
Tier 1 City (e.g., Bangalore, Chennai)	17	21.3
Tier 2 City (e.g., Kerala, Ahmedabad, Jaipur)	47	58.8
Tier 3 City (e.g., Lucknow, Bhopal)	1	1.3
Total	80	100.0

**Table 9: Monthly Spending on Korean Cosmetic Products**

	Frequency	Percent
Less than ₹500	27	33.8
₹1,000 - ₹2,000	22	27.5
₹2,000 - ₹3,000	12	15.0
₹500 - ₹1,000	17	21.3
More than ₹3,000	2	2.5
Total	80	100.0

**Table 10: Main Reasons for the Popularity of Korean Cosmetics Among Indian Consumers**

	Frequency	Percent
Affordable prices	5	6.3
Attractive packaging	1	1.3
Effective marketing and advertising	14	17.5
High quality of products	46	57.5
Innovative ingredients	14	17.5
Total	80	100.0

**Table 11: Factors Influencing the Decision to Purchase Korean Cosmetics**

	Frequency	Percent
Quality of products	56	70.0
Price	20	25.0
Brand reputation	17	21.3
Recommendations from friends/family	24	30.0
Social media influence	28	35.0
Advertising	12	15.0

**Table 12: Perceptions of the Availability of Korean Cosmetic Products in India**

	Frequency	Percent
Available online but not in physical stores	36	45.0
Available only in specialized stores	29	36.3
Easily available in most stores	6	7.5
Hard to find	7	8.8
Not available at all	2	2.5
Total	80	100.0

**Table 13: Preferred Methods of Purchasing Korean Cosmetics**

	Frequency	Percent
From friends or family	2	2.5
From specialized beauty salons	2	2.5
In-store (physical stores)	17	21.3
Online (e-commerce platforms)	52	65.0
Through social media advertisements	7	8.8
Total	80	100.0

**Table 14: Most frequently purchased types of Korean cosmetic products**

	Frequency	Percent
Body care products	4	5.0
Fragrances	9	11.3
Hair care products	5	6.3
Makeup products	9	11.3
Skincare products	53	66.3
Total	80	100.0

**Table 15: Purchasing behaviour**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I prefer buying Korean cosmetics over domestic brands.	10	9	29	27	5
I am willing to pay a premium for Korean cosmetic products.	10	19	19	24	8
I regularly follow trends and recommendations for Korean cosmetics.	10	13	21	29	7
The brand reputation of Korean cosmetics influences my purchasing decisions.	12	7	23	29	9
I prefer purchasing Korean cosmetics from online platforms rather than	14	13	16	25	12

physical stores.					
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**Table 16: Social Media Platforms with the Most Influence on Trying Korean Cosmetics**

	Frequency	Percent
Facebook	3	3.8
Instagram	55	68.8
TikTok	3	3.8
YouTube	18	22.5
Nothing	1	1.3
Total	80	100.0

**Table 17: Frequency of Seeing Advertisements for Korean Cosmetics on Social Media**

	Frequency	Percent
Daily	19	23.8
Weekly	29	36.3
Monthly	12	15.0
Rarely	15	18.8
Never	5	6.3
Total	80	100.0

**Table 18: Following Influencers or Beauty Bloggers Who Promote Korean Cosmetics**

	Frequency	Percent
No, and I am not interested	6	7.5
No, but I am aware of them	36	45.0
No, I don't use social media	1	1.3
Yes, occasionally	31	38.8
Yes, regularly	6	7.5
Total	80	100.0

**Table 19: Social media influence on Korean beauty products adoption**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media advertisements influence my decision to buy Korean cosmetics.	6	6	22	38	8
Reviews and testimonials on social media affect my perception of Korean cosmetics.	5	6	22	34	13
Influencers' endorsements on social media encourage me to try Korean cosmetics.	5	6	27	35	7
I follow Korean cosmetic brands on social media to keep up with new product launches.	5	17	25	25	8
Social media trends play a significant role in my decision to purchase Korean cosmetics.	7	6	21	36	10

**Table 20: Most Effective Marketing Strategies for Korean Cosmetic Brands Among Indian Consumers**

	Frequency	Percent
Celebrity endorsements	17	21.3
In-store promotions	6	7.5
Influencer partnerships	13	16.3
Product samples and giveaways	15	18.8
Social media campaigns	28	35.0
Nothing	1	1.3
Total	80	100.0

**Table 21: Effectiveness of Advertisements for Korean Cosmetic Brands in India**

	Frequency	Percent
Not effective at all	1	1.3
Not very effective	5	6.3
Neutral	27	33.8
Somewhat effective	29	36.3
Very effective	18	22.5
Total	80	100.0

**Table 22: Types of Promotional Offers That Encourage Purchases of Korean Cosmetics**

	Frequency	Percent
Buy-one-get-one-free offers	19	23.8
Discounts and sales	28	35.0
Free samples with purchase	28	35.0
Limited-edition product releases	1	1.3
Loyalty rewards programs	3	3.8
Nothing	1	1.3
Total	80	100.0

**Table 23: Comparative Rating of the Quality of Korean Cosmetics vs. Domestic Brands**

	Frequency	Percent
Much lower	1	1.3
Slightly lower	5	6.3
About the same	13	16.3
Slightly higher	40	50.0
Much higher	21	26.3
Total	80	100.0

**Table 24: Quality and effect of Korean beauty products**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Korean cosmetics are effective in improving my skin condition.	31	5	30	9	5
The quality of Korean cosmetic products meets my expectations.	37	3	26	8	6
I have experienced noticeable results from using Korean cosmetics.	31	7	26	8	8
Korean cosmetic products are better than domestic brands in terms of quality.	28	9	29	9	5
The ingredients used in Korean cosmetics contribute to their effectiveness.	29	5	31	9	6

**Table 25: Biggest Challenges Facing Korean Cosmetic Brands in India**

	Frequency	Percent
Cultural and market adaptation	10	12.5
Distribution and logistics	16	20.0
High competition from local brands	24	30.0
High pricing	20	25.0
Regulatory issues	10	12.5
Total	80	100.0

**Table 26: Most Significant Opportunities for Korean Cosmetic Brands in India**

	Frequency	Percent
Collaborating with local influencers	21	26.3
Entering tier-2 and tier-3 cities	13	16.3
Expanding product range	15	18.8
Increasing online presence	27	33.8
Offering localized product lines	4	5.0
Total	80	100.0

**Table 27: Future Growth Potential of Korean Cosmetics Among Consumers in India**

	Frequency	Percent
Neutral	13	16.3
Somewhat negative	1	1.3
Somewhat positive	25	31.3
Very positive	41	51.3
Total	80	100.0

## **Appendix -B: Questionnaire**

Thank you for participating in this survey on the impact of Korean cosmetic products on consumer behaviour in the Indian market. This questionnaire aims to gather insights into various aspects of consumer behaviour regarding Korean cosmetics, including factors driving their popularity, purchasing preferences, the role of social media, marketing strategies, perceived quality, and market challenges. Your responses will help in understanding the influence of Korean cosmetics on Indian consumers and the effectiveness of their marketing strategies. Your answers will remain confidential and will be used solely for research purposes.

### Demographic Details

1. Age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45 and above

2. Gender:

- Male
- Female
- Non-binary/Third gender
- Prefer not to say

3. Education Level:

- High School
- Undergraduate

- Postgraduate
- Doctorate
- Other (please specify)

4. Occupation:

- Student
- Professional
- Self-employed
- Homemaker
- Other (please specify)\_\_\_\_\_

5. Monthly Income:

- Less than ₹20,000
- ₹20,000 - ₹40,000
- ₹40,000 - ₹60,000
- ₹60,000 - ₹80,000
- More than ₹80,000

6. Geographic Location:

- Metropolitan City (e.g., Delhi, Mumbai)
- Tier 1 City (e.g., Bangalore, Chennai)
- Tier 2 City (e.g., Kerala, Ahmedabad, Jaipur)
- Tier 3 City (e.g., Lucknow, Bhopal)
- Rural Area

7. How frequently do you purchase Korean cosmetic products?

- Weekly
- Monthly
- Quarterly
- Annually
- Never

8. How much do you typically spend on Korean cosmetic products in a month?

- Less than ₹500
- ₹500 - ₹1,000
- ₹1,000 - ₹2,000
- ₹2,000 - ₹3,000
- More than ₹3,000

Factors driving the popularity of Korean cosmetic products

9. What do you believe is the main reason for the popularity of Korean cosmetics in India?

- High quality of products
- Innovative ingredients
- Affordable prices
- Attractive packaging
- Effective marketing and advertising

10. What factors influence your decision to purchase Korean cosmetics? (Select all that apply)

- Quality of products

- Price
- Brand reputation
- Recommendations from friends/family
- Social media influence
- Advertising

11. How do you perceive the availability of Korean cosmetic products in India?

- Easily available in most stores
- Available only in specialized stores
- Available online but not in physical stores
- Hard to find
- Not available at all

Purchasing behaviour

12. How often do you purchase Korean cosmetic products?

- Weekly
- Monthly
- Quarterly
- Annually
- Never

13. What is your preferred method of purchasing Korean cosmetics?

- In-store (physical stores)
- Online (e-commerce platforms)

- Through social media advertisements
- From specialized beauty salons
- From friends or family

14. Which type of Korean cosmetic product do you purchase the most?

- Skincare products
- Makeup products
- Hair care products
- Body care products
- Fragrances

15. Kindly provide your opinion in the below five-point Likert scale questions for purchasing behaviour

Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I prefer buying Korean cosmetics over domestic brands.	1	2	3	4	5
I am willing to pay a premium for Korean cosmetic products.	1	2	3	4	5
I regularly follow trends and recommendations for Korean cosmetics.	1	2	3	4	5
The brand reputation of Korean cosmetics influences my purchasing decisions.	1	2	3	4	5
I prefer purchasing Korean cosmetics from online platforms rather than physical stores.	1	2	3	4	5

## Social media influence

16. Which social media platform has the most influence on your decision to try Korean cosmetics?

- Instagram
- Facebook
- YouTube
- TikTok
- Twitter

17. How often do you see advertisements for Korean cosmetics on social media?

- Daily
- Weekly
- Monthly
- Rarely
- Never

18. Do you follow any influencers or beauty bloggers who promote Korean cosmetics?

- Yes, regularly
- Yes, occasionally
- No, but I am aware of them
- No, and I am not interested
- No, I don't use social media

19. Kindly provide your opinion in the below five-point Likert scale questions for social media influence on Korean beauty products adoption

Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media advertisements influence my decision to buy Korean cosmetics.	1	2	3	4	5
Reviews and testimonials on social media affect my perception of Korean cosmetics.	1	2	3	4	5
Influencers' endorsements on social media encourage me to try Korean cosmetics.	1	2	3	4	5
I follow Korean cosmetic brands on social media to keep up with new product launches.	1	2	3	4	5
Social media trends play a significant role in my decision to purchase Korean cosmetics.	1	2	3	4	5

Marketing strategies of Korean cosmetic brands

20. Which marketing strategy do you think is most effective for Korean cosmetic brands in India?

- Celebrity endorsements
- Social media campaigns
- In-store promotions
- Influencer partnerships
- Product samples and giveaways

21. How effective do you find the advertisements of Korean cosmetic brands in India?

- Very effective
- Somewhat effective
- Neutral
- Not very effective
- Not effective at all

22. What type of promotional offer would most encourage you to purchase Korean cosmetics?

- Discounts and sales
- Buy-one-get-one-free offers
- Free samples with purchase
- Loyalty rewards programs
- Limited-edition product releases

Perceived quality and effectiveness

23. How do you rate the quality of Korean cosmetics compared to domestic brands?

- Much higher
- Slightly higher
- About the same
- Slightly lower
- Much lower

24. Kindly provide your opinion in the below five-point Likert scale questions about quality and effect of Korean beauty products

Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Korean cosmetics are effective in improving my skin condition.	1	2	3	4	5
2. The quality of Korean cosmetic products meets my expectations.	1	2	3	4	5
3. I have experienced noticeable results from using Korean cosmetics.	1	2	3	4	5
4. Korean cosmetic products are better than domestic brands in terms of quality.	1	2	3	4	5
5. The ingredients used in Korean cosmetics contribute to their effectiveness.	1	2	3	4	5

25. What is the biggest challenge Korean cosmetic brands face in the Indian market?

- High competition from local brands
- Regulatory issues
- Distribution and logistics
- High pricing
- Cultural and market adaptation

26. What opportunity do you think is most significant for Korean cosmetic brands in India?

- Expanding product range
- Increasing online presence

- Collaborating with local influencers
- Entering tier-2 and tier-3 cities
- Offering localized product lines

27. How do you view the future growth potential of Korean cosmetics in India?

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative