

## MODELING VIETNAMESE REPURCHASE INTENTION TOWARD KOREAN COSMETICS

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**Abstract— Purpose – This paper aims at modeling the repurchase intention (RI) via three factors namely Word of mouth (WOM), Perceived price (PP), and Country of origin (COO). We also attempt to examine the mediating role of WOM in the relationships among PP, COO and PI. We use the case of Vietnamese consumers to see their repurchase intention toward Korean cosmetics.**

**Methodology – In order to complete the proposed purpose, this paper collects the primary data from Vietnamese consumers who have been using cosmetic products made in Korea. The collected data is processed by Structural Equation Modeling (SEM) approach with the aid of SPSS and AMOS software.**

**Findings –The results show that WOM plays the role of a mediator very well in the relationships among PP, COO, and PI. Particularly, without WOM COO does not indicate any influence on PI while PP presents some small effects. Therefore, WOM fully mediates the relationship between COO and RI, while partially mediates the relationship between PP and RI.**

**Practical implications – The study’s findings become a very good reference for marketers to understand the important role of WOM in Vietnam in the cosmetic industry. Therefore, this paper provides some significant implications for those who are doing marketing in the countries with a strong social relation like Vietnam.**

**Originality/value – WOM have been widely agreed as a crucial tool for Marketing, especially in the country like Vietnam. Thus, overtime there have been many attentions paid to the role of WOM. However, very few of them examine the mediating role of WOM under the relationships among PP, COO, and PI.**

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**Keywords— Word of Mouth (WOM), Perceived price, Country of origin, Repurchase intention, Korean cosmetics, Vietnamese consumers**

### I. Introduction

Beauty is the instinct of the woman from the past all over the world. The presence of cosmetics from around 6,000 years engages an issue of attractive appearance more

important than ever for women (Frank et al., 2012; Elder, 1969) and the human mind for appearance is no longer new. Over the time, cosmetics and makeup technology is a powerful weapon to help women become more beautiful. The standard of today's beauty seems to be globalization, however, every continent in the world preserves its own traditional values. The standard of traditional beauty in the world is different due to various influences such as race, weather conditions and history. According to Zhang (2012), the ideal beauty of Asian women is innocent beauty with smooth white skin, big round eyes, slim body, and loose hair. These standards of beauty also appear in Korean music videos and films that create the Korean Wave.

Korean Wave or Hallyu is the name derived from the call of some Beijing journalists about Korea's rapid fame and its products in China, which is now used to denote the buoyancy of Korean culture in the world in the 21st century (Anthony, 2011). Korean Wave is more attractive in Vietnam than any countries in East Asia. This wave is approaching the life of the Vietnamese people naturally and now it has become a unique and new kind of culture to many Vietnamese, especially the youths. Korean Wave relates to K-drama, K-program, K-pop music, movies, fashion, and even beauty products (Chen, 2016). Specifically, Korean beauty products can be easily found not only in cosmetics stores, convenience stores, supermarkets, but also through online shopping channels and television shopping channels (Nielsen, 2015). In other words, the Korean cosmetics brand has been growing rapidly in the Vietnam market. As a result, the cosmetics industry has gradually developed in the Vietnam market, especially in big cities like Hanoi, Ho Chi Minh City, Da Nang and Hai Phong. Vietnamese consumers in general and women in particular have warmly welcomed the cosmetic lines from many countries. Among those, Korean cosmetics become very popular and display in the chain of large stores such as The Face Shop, Innisfree, Laneige, Etude House, OHUI etc. Furthermore, thanks to Vietnam and Korea Free Trade Agreement (VKFTA), Vietnam has been importing Korean cosmetics at a preferential tax rate of 20%. Therefore, beauty products from Korea become more and more popular in Vietnam market in the coming time.

So, does Korean cosmetic impress initially due to the design, price and quality that created a large number of loyal customers in Vietnam? Why are Korean cosmetics so attractive while Japan, the United States, France, etc. are

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<sup>1</sup> According to Nielsen’s knowledge, top 3 information channels when looking for information about Korean make-up or skin-care are brands websites (42%), TV ads (39%) and TV Shows (36%).

also well known in the cosmetics industry? So what makes Vietnamese consumers willing to use Korean cosmetics and also tend to repeat this consumption behavior? To response to the above questions, there have been many studies of customer behavior<sup>2</sup> (Abraham K., 2011), including repetitive shopping behavior of consumers around the world<sup>3</sup> (Moslehpour et al., 2017; Izogo, 2016; Lin & Lekhawipat, 2014), but little of those found a significant influence on Vietnamese consumers toward Korean cosmetics. Therefore, the authors attempt to understand repurchase intention of the Korean cosmetics in Vietnam through word of mouth. Word of mouth, thus play a role of a mediator in this study. To clarify the research problems, the study identifies the following specific objectives: (1) identify the factors that positively affect the Korean cosmetics repurchase behavior of Vietnamese consumers; (2) build and test the theoretical model of the relationship between the predetermined factors. (3) Propose some recommendations from research to set policies in the direction of developing the domestic cosmetics industry in the time of deepening integration.

## II. Literature review

### A. General literature review

#### *Customer behavior*

Behavior is the sphere of action and behavior of individuals, organisms, systems or artificial entities associated with themselves or their environment, including surrounding organisms or other infertility in the physical environment (Woodside, 2017; Taylor, 2012). It is the response of the system or body to various incentives or inputs (Murchison et al., 2014). Besides, behavior is a value that can change over time, either positively or negatively (Li et al., 2017; Sulea et al., 2012; Cao, 2010). In this study, we focus on human behavior, namely people living, learning and working in Vietnam. In business, a customer is the person receiving a service, product or idea from the seller, supplier or intermediary distributor through trading or financial exchanges. On the other hand, customers are understandable as individuals or organizations that buy or use products or services regularly or irregularly. In this paper, we target consumers who are individuals consuming Korean cosmetic products. So, what is customer behavior? Customer behavior refers to the process the consumer experiences and their reaction to the product or service (Dowhan, 2013). In other words, customer behavior is a process in which consumers become customers - behavior that comes from recognizing their needs or desires, how they satisfy their needs, wants by the process of selecting specific products or services through the information, the frequency of product use, the factors that affect the choice of products or services (Lorena et al., 2014). As such, there are many factors that affect consumer behavior including both

<sup>2</sup> The study on consumer behavior of K.Abraham (2011) found that “racial factors” (28.52%) and “religious factors” (28.23%), followed by “others factors” (21.56%), “geographical factors” (14.9%) and “national factors” (6.66%) as sub-cultural factors influencing their purchases and customer behavior.

<sup>3</sup> Online shopping habit acts as a moderator of both customer satisfaction is a vital driver of adjusted expectations and online repurchase intention

endogenous and exogenous factors. Endogenous factors include attitudes, needs, motives, preferences, and cognitive processes, while exogenous factors include marketing activities, social and economic factors and cultural aspect (Elsäßer et al., 2017).

#### *Repurchase intention*

The nature of repurchase behavior or repurchase intention is that when a customer is happy with the purchase or satisfied with the brand, they tend to repurchase that brand or product (Izogo, 2016; Lin & Lekhawipat, 2014). Repurchase intention is often referred to as brand loyalty (Chiu & Won, 2016; Porral et al., 2016; Hellier et al., 2003). Brand loyalty is defined as bias, behavioral reaction, expressed in the long run, by a decision maker, paying attention to one or more alternatives beyond those brands, a function of the psychological process (Brown & Alnawas, 2016; Samuelsen et al., 2012). A product constantly enhanced the unique brand identity features will impact the repeat behavior of the consumer. Since the trend of consumers’ decision on replacing their used product with a new product depends on the experience and the emotions of their old products (Schmitt & Zarantonello, 2013; Hendrik et al., 2010). According to Ha et al., (2010) repurchase intention is influenced by marketing efforts. In order to ensure a company’s creation of brand loyal, marketing efforts are most often focused on their current customers (Kaur et al., 2012). This focus is generally referred to as relationship marketing (Finne & Grönroos, 2017). In the field of marketing, brand loyalty includes the commitment of the customer to repurchase the products in the process of repeating buying products or services or other positive behaviors such as word of mouth (Balaji et al., 2017)

#### *Crucial factors s effecting repurchase intention*

Chinomona (2016) shows the important factors that shape brand loyalty such as brand reputation, brand origin, salespeople 'service style, product composition, after-sales service, brand benefits, brand satisfaction to enhance the appeal of the brand. Later Esmaeilpour & Abdolvand (2016) conduct another study to better understand the relationship between brand loyalty, country of origin, purchase behavior, cosmetic branding, brand reputation, and demographics. In the context of cosmetics and skincare products, it does not go into depth and clarifies the factors affecting brand loyalty, in the other way, around the factors affecting the repurchase behavior of the customer.

From existing studies, we realize that repurchase intention of consumers would occur when they had loyalty (Lin & Lekhawipat, 2014). Loyalty comes from many factors in which the original country of the product is one of the influencing factors. Therefore, Country of origin will be considered in this paper (Hereinafter, the country of origin is replaced by the COO). Besides COO, price is always mentioned as an important element in the process of exchanging and buying goods, but here, the authors identify the perceived price at which consumers are willing to buy, as well as satisfied with the quality of the product, the value brought and the price including factors such as production costs, shipping costs of the product (Hellier et al., 2003) (Hereinafter, the Perceived price is referred to as the PP).

In addition, people are inherently communicating with each other through a variety of forms, but the most is oral

communication. Therefore, anything can be spread from one person to another by word of mouth (Fang et al., 2011). Especially, with the specific culture of Vietnamese with the main form of word of mouth. In the study, we recognize that word of mouth is one of the most influential factors in marketing. However, whether repurchase intention of the customer is also influenced by the word of mouth or not is not yet confirmed by previous studies (Shi et al., 2016)<sup>4</sup>. Thus, we supplement the impact of word of mouth on consumers' repurchase intention in this study. (Hereinafter, word of mouth is referred to as WOM). It can be seen that there are very few previous studies that come up with the factors that affect repurchase intention of Vietnamese consumers. Therefore, the authors decide to analyze the factors mentioned above and to assess the relationships among them. It then suggests some recommendations to help executives build more effective development strategies in the future.

## B. Hypothesis building

### *The influence of PP on RI (H1)*

Previous studies have shown that PP has a significant impact on RI. Over time, perceived price has been regarded as one of the most important influencing quality (Olbrich & Jansen, 2014) and consumer perceptions of negatively impact their sacrifices at higher prices for low quality products (Love & Okada, 2015). Consumers can be satisfied when they feel the price and quality is reasonable (Cole, 2015). On the other hand, consumers can judge whether the product offers a good price value based on the performance or benefits of the product (Tsao et al., 2016). Furthermore, value perception is considered to be an important factor in making consumer purchasing decisions (Wang, 2016) found that repeated purchase decisions with the same product were influenced by reasonable price in terms of customer's viewpoint. Therefore, this study has a good evidence to show that PP significantly influence acquisition intentions in the beauty industry, suggesting that price is one of the most important factors for consumers to consider when they buy a product in Vietnam. In the cosmetic industry, consumers can buy a beauty product with reasonable price and worth good value, even though the price is not cheap. From the discussion above, we come up with the first hypothesis:

*H1: PP positively affects RI*

### *The influence of PP on WOM (H2)*

Moslehpour et al., (2017) mentions that when consumers feel reasonable price of good quality and value, they tend to share views with friends. In the age of globalization, consumers are allowed to participate and contribute to the press (Lee et al., 2017). Recommendations and comments in the media are considered as sources of information for word of mouth (Husin et al., 2016; Senecal & Nantel, 2004). Word of mouth is a voluntary external activity performed by the consumer. (Trusov, 2009) investigate the influence of oral communication on membership growth at a social networking site on the Internet and compared it to traditional

media. They found that effective word-of-mouth referrals were more effective than any traditional marketing activity. In addition, Katherine (2012) has also discovers that WOM tends to be more trustworthy to customers than commercial communications. Continuing the idea of above works, this study analyzes the impact of price perception on WOM with Korean beauty products in the Vietnam market. Price perception of consumers influences the thought that they will share product information with others (Karjaluo et al., 2016; Santos & Basso, 2012). When consumer perception of good products is good, the information through WOM is transmitted positively and vice versa. Since then, in this study, we propose the second hypothesis to determine the effect of price perception that consumers want to introduce cosmetic products to others.

*H2: PP positively affects WOM*

### *The influence of COO on WOM (H3)*

Genç & Bayraktaroğlu (2017) show that competition and consumer sentiment will undoubtedly affect consumers' willingness to buy and make them reluctant to buy products from countries they do not like. The company can compensate for the negative effect by actively implementing the WOM marketing plan. Two most popular forms nowadays is buzz marketing and word of mouth marketing to reach as many target audiences as possible (Taran, 2012). However, this study focuses on two age groups in the target audience who are young people often use mobile devices and elderly people. In addition, the main factor of the country of origin comes from the hostile nature, so only the negative influence of the country of origin is assessed (Genç & Bayraktaroğlu, 2017). This study does not only extend the age range, but also divide it by monthly average income to more accurately assess the impact factors. Moreover, we analyze the impact of the country of origin on buying behavior as well as the word of mouth through consumers' love and trust of country. Thus, the third hypothesis is proposed as follows:

*H3: COO Positively affects WOM*

### *The influence of COO on RI (H4)*

Kim et al., (2017) deal with the possible effects of "national origin images," as a psychological factor potentially important to brand value. The potential effect of a positive or negative name on the market can be viewed as a "distortion effect" as it reduces the decision-making process of buying or loyalty from the reasonable level (quality, price, functionality, etc.) (Tjptono et al., 2016; Loureiro & Kaufmann, (2017) demonstrates that the assessment of the country image affects the consumer branding process from a variety of perspectives (Brodie & Benson-Rea, 2016). The attitude of consumer shows that international business firms must pay attention to the degree of influence of the "national image" (Esmaeilpour & Abdolvand, 2016). A consumer's assessment of a country's image influences the values that constitute the brand's value, brand perception, quality perception, brand loyalty and the latter buying decision of the customer through the brand. This fact makes the "national effect" an important factor for the performance of the brand or product in the international market. For this reason, this study constructs the fourth hypothesis as follows:

*H4: COO positively affects RI*

<sup>4</sup> Several scholars have suggested that WOM can not only affect customer expectation but also can influence perceived quality and purchase intention. However, these researches did not confirm the relationship between WOM and repurchase intention.



*The influence of COO on PP (H5)*

In the past, research has shown that COO cannot directly influence consumers' purchase intentions (Pecotich, 2007; Peterson, 1995). Nevertheless, Sanmin (2012) shows that COO has influence on tastes of consumers. Consumers can buy because of various factors including beautiful design, idols relation and reasonable prices, but COO will help to position the brand of the product to the consumer's perceptions, from which the manufacturer makes a decision about the price to match the quality and value of the product. Depending on the characteristics of the COO, it stands out with its unique product features that meet consumers' need. In this study, we will test that if the COO has an influence on the PP.

*H5: COO positively affects PP*

*The influence of WOM on RI (H6)*

The current situation we can see that gaining customers' trust is not only through advertising on the uses and

characteristics of the product but WOM also contributing to the belief in buying decision (Prasad et al., 2017). They co-ordinate with the quality will create the customer's RI for the product. At the same time, we cannot analyze customers' RI without regard to relationships with other aspects of the brand such as quality, perception, WOM (Lee et al., 2017). All aspects contribute to the promotion of RI for a brand, perceived quality, perception that provide reason to buy and influence satisfaction RI (Ćorić et al., 2017), (Kumar & Ghodeswar, 2015). Repetitive behavior may arise from the quality of a brand or a WOM, but can also occur independently. However, the nature of this relationship is unclear. Furthermore, there have been some discussions about the effectiveness of WOM since the emergence of social media such as Facebook, Instagram and Line (Roncha & Thomas, 2016). WOM effects not only show positive influence, but can also negative one (Sweeney et al., 2014). Customers are more likely to support the brand and introduce it to their loved ones, friends and other potential customers. With a loyal customer base will lead to longer and higher profits (Reichheld & Schneider, 2000). This is because loyal customers are more likely to buy and are willing to pay higher prices and bring in new customers to their loyal customers. This research continues to analyze WOM factors in terms of creating product trust for customers and thereby influencing purchasing behavior. WOM includes the following elements: information sharing, product quality; encouragement to try the product; purchased encouragement based on product value (Yi & Ahn, 2017). WOM has two ways of influencing buying behavior. In the first case, WOM will occur when the product quality is good, effective for the customer, then it promote the customer's RI (Shin et al., 2017). In the second case, and when the quality of the product brings poorly will greatly affect the reputation of the product and perhaps the customer, then, goods are removed from the market (Jose et al., 2015). From the above discussion, we propose the sixth hypothesis as follows:

*H6: WOM significantly affects RI*

*The mediating role of WOM (H7)*

Based on the above discussions, we can see the interrelations among PP, COO, WOM and PI have been

widely discussed or studied by previous studies. However, very little attention paid to the mediation role of WOM. In this study, we realize that beside the direct effects of PP, COO, and WOM on PI, it may exist indirect effects of PP and COO on PI through WOM. Therefore, we propose the seventh hypothesis to examine the mediating effect of WOM. This hypothesis is divided into two sub-hypotheses as stated as follows:

*H7a: WOM mediates the effect of PP on RI*

*H7b: WOM mediates the effect of COO on RI*

*The model from above hypothesis*

Based the above discussions, the authors identify the independent factors that would affect repurchase intention including PP, COO, WOM. All interactions between independent factors and the dependent factor are summarized in Figure 1.

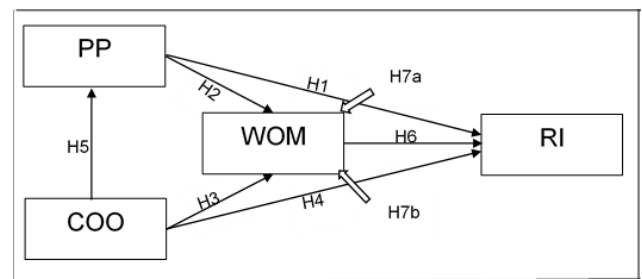


Figure 1: Proposed Research Model

**III. Research Methodology**

*Data collection*

This project studies the impact of purchase price (PP), country of origin (COO) and word of mouth (WOM) on repurchase behavior (RI) on the Vietnamese cosmetics market. Based on the work of Namhoon et al., (2017); Karjaluo et al., (2016); Santos et al., (2012), we want to clarify the dependence of RI on PP, COO and WOM and contribution to the research literature in the future by designing research models. Figure 1 shows the hypothetical model of the team examining the relationship between endogenous and exogenous factors with WOM as an intermediary. The team made some of the hypotheses outlined in the previous section that need to be tested by designing the questionnaire and applying the cluster sampling technique (Gunes & Uyar, 2010) and then sent to the respondents. Individuals are asked to give their views on the importance of each content based on the Likert scale of 1 to 5, with the lowest 1 point "totally disagree" to the "highest 5" agree ". Part of the questionnaire is designed to retrieve the demographic data and other general information of the respondents. The second section includes items for measuring four variables: price perception, country of origin, word of mouth, and repurchase intention. This study uses a cluster sampling technique (Cochran, 1977) to send questionnaires respondents. This sample of this study consists of 450 Vietnamese.

*Tools of data analysis*

The study uses SPSS and AMOS 22 to analyze the data. Table 1 presents the descriptive statistics of the sample to show sample characteristics using average, median, standard deviation, and other descriptive statistics of the sample. Then, the exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) are used to reduce measurable items by identifying the underlying variables. In addition, the Cronbach's Alpha, Kaiser-Meyer-Olkin (KMO) and Bartlett's adequacy test measures are also applied to test the reliability, validity for each structure and tool. The structured equation modeling (SEM) is then adopted to examine the research model. Based on the result-causal relationships of various variables and their potential impact on repurchase intention behavior (RI) on the cosmetics market, the team validates the scale of the measure by using the structural formula model. Parameters are estimated by using a maximum reasonable estimate.

We first used the Exploratory Factor Analysis (EFA) to examine the potential structure of all observations in the group's study. After determining the number of factors used in the group's study using EFA, the team used Confirmatory Factor Analysis (CFA) to identify potential endogenous and exogenous cohorts and Hypothetical model testing, including linear equations and measurements of exogenous latent variables. The correlation analysis is also used to obtain a correlation matrix based on all variables for each dimension, then used as an input of the path analysis. CFA allows rigorous testing of the team's model for one-dimensional, reliable, and validated scales (Gefen, et al., 2000). One-dimensionality is the degree to which the variables are closely related, and indicates a factor, which is a prerequisite for reliability analysis and for constructing accuracy (Anderson & Gerbing, 1988). The benefit of using CFA, as opposed to exploratory factor analysis, is the availability of testing for factor loading to test the statistical significance of the model. Both reliability testing and correlation analysis can be combined into CFA when evaluating the one-dimensional nature of each factor.

Convergent value testing is the extent to which different methods used to construct the measurements can produce similar results (Campbell & Fiske, 1959). The scale convergence test can be calculated using the Bentler-Bonett coefficient ( $\Delta$ ) (Bentler & Bonett, 1980). The Bentler-Bonett coefficient ( $\Delta$ ) is the ratio of the difference between the chi-square value of the hollow measurement model (the null hypothesis assumes no common hypothesis) and the hypothetical specified for the chi-square model of the empty model. In general,  $\Delta$  values between 0.80 and 0.90 are considered accepted, while 0.90 or higher are completely accepted (Gefen, et al., 2000).

#### IV. DATA ANALYSIS

##### Demographic analysis

In this study, we surveyed 450 Vietnamese consumers in the form of paper surveys and internet questionnaires. The majority of respondents are female (75.6%) and about 38% are living in the center of Ho Chi Minh City. For the form of questionnaires, we used a nonlinear random method and these people had no relationship. Age ranges from 16-87 years and mostly concentrated in the age group of 20-26 (64.5%). Also in the responses received, the majority of participants were in college or higher (86.4%). Moreover, 95.8% of people has heard and known about cosmetics from

Korea. In addition, respondents reported that the frequency of purchase of these products at direct-selling stores was 78.5%, followed by online sales of 67.6% and the lastly by TV channel of 29.9%.

##### Exploratory factor analysis (EFA)

To evaluate the feasibility of the factor structure in this study, we first conducted the EFA. A total of four factors are explored including PP, COO, WOM, and RI. The Kaiser-Meyer-Olkin and Bartlett's Test measures are used to validate the construction of the factor structure. In this study, the team followed Kaiser (1970) and others with a KMO requirement greater than 0.50. The results of factor analysis indicate that the data is valid for our hypothetical model and meets the requirements for use in further analysis. Reliability testing is conducted to ensure that measurement tools are consistent over time and that they are an accurate representation of specific latent variables. Cronbach's alpha coefficient is commonly used as an estimate of reliability testing. According to Peterson (1994),  $\alpha > 0.9$  is considered excellent,  $> 0.8$  good,  $> 0.7$  is accepted,  $> 0.6$  is problematic,  $> 0.5$  is bad, and  $< 0.5$  is unaccepted.

Table 1 below shows the results of mean values, standard deviation, random variance explained, factor loading for each factor and KMO for each latent variable. In this study, all internal factors have a significant load factor with all conventional EFA loads greater than 0.05 and the factor loading ranged from 0.62 to 0.89. Similarly, we can also see that Cronbach's alpha reliability in each category is excellent and is an accepted number, with reliability ranging from 0.73 to 0.89.

Table 1: Results of Factor Exploratory Analysis and Reliability

Factors	Items	Variance extracted (%)	Factor loading	Cronh's Bach Alpha	KMO
PP	PP1	60.23	0.74	0.82	0.93
	PP2		0.72		
	PP3		0.62		
	PP4		0.82		
	PP5		0.82		
	PP6		0.86		
	PP7		0.85		
	PP8		0.74		
	PP9		0.83		
	PP10		0.63		
COO	COO1	62.91	0.71	0.87	0.87
	COO2		0.66		
	COO4		0.66		
	COO11		0.83		
	COO12		0.81		
	COO13		0.78		

	COO14		0.78		
WOM	WOM1	73.3	0.84	0.89	0.80
	WOM2		0.87		
	WOM3		0.89		
	WOM4		0.87		
RI	RI1	57.23	0.86	0.73	0.70
	RI2		0.82		
	RI3		0.63		
	RI4		0.62		

**Confirmatory factor analysis (CFA)**

In this process, all variables are included as exogenous variables in the proposed model. The team then used CFA to validate the factor structure we extracted from the EFA to improve the overall model to fit the model. The CFA results show that the Chi-square/Degrees of freedom ratio is 3.75 and the GFI (goodness of fit index) = 0.801, which satisfies the appropriate criteria for the model, which is investigated by Bentler & Bonner (1980) and several others. Appropriate Comparison Index (CFI) is generally accepted at a level greater than 0.90 (Bentler, 1990) to indicate conformance with the model. In this study, CFI was 0.9, indicating that our model fits the data quite well. In addition, MacCallum et al., (1996) suggests that this model is sufficient if the original squared error mean that the mean squared error (RMSEA) is less than 0.08. In this article, RMSEA is 0.078, smaller than 0.08. In summary, all of the CFA trials shown in Table 2 are consistent with the hypothesis model (Figure 1).

Table 2: Conformity of statistics

Model Fit	Accepted value	CFA Model
$\chi^2$ (chi-square)		88.905
df (degrees of freedom)		48
$\chi^2 / df$	< 5	1.852
Probability	P < 0.05	0.000
GFI	> 0.9	0.968
CFI	> 0.9	0.987
TLI	> 0.8	0.987
RMSEA	≤ 0.08	0.044

**Convergence value**

Value convergence is the extent to which indicators of a particular variable 'converge' or share a high proportion of the overall difference. Convergence values consist of two categories: consistency reliability (CR) and average variance extraction deviation (AVE). Convergence value is a measure of consistency and consistency based on the square of the total factor loading for a structure (Anderson & Gerbing, 1988) and variance is a measure of convergence between a series of categories represents a variable (Fornell & Larcker, 1981). It represents the mean percentage of the variable explained. It is an average of the variables between items. As suggested by Anderson & Gerbing (1988), the CR must be greater than 0.7 while Fornier & Larcker (1981) proposed AVE should be at least 0.5. The results of CR and AVE in

this study satisfy all the mentioned criteria as shown in Table 3.

Table 3. Consistency reliability test and convergence effect

Variables	CR	AVE
PP	0.826	0.546
WOM	0.872	0.773
RI	0.774	0.547
COO	0.826	0.613

**Structural equation modeling (SEM)**

Measurement criteria and indicators used in most studies show that each of the variables of this research model are suitable for the structural equation model (SEM). We investigate a few studies (Guh, et al., 2013; Rigdon et al., 2010; William, et al., 2015) using SEM to analyze the model Measure, estimate structural model, and test hypotheses for proposed research. The results of the PP, COO and WOM variables on the RI variable based on the proposed research model are shown in Table 4.

Table 4. Results table in SEM analysis

GOF Index	Acceptable value	SEM Model
$\chi^2 / df$	< 3	1.852
Probability	P < 0.05	0.000
GFI	> 0.8	0.986
AGFI	> 0.8	0.947
CFI	> 0.9	0.987
RMSEA	< 0.08	0.044

As shown in Table 6, the value of  $\chi^2 / df = 1.852$ , matching criteria with a value less than 3. In addition, the fit of the regression model (GFI) = 0.986, AGFI = 0.947, CFI = 0.987 and model error value (RMSEA). = 0.044. So, each result meets the requirements of acceptable value. Finally, the results show the relevance of the conceptual model to empirical data in this paper.

Table 5 shows the results of the hypothesis, while Figure 2 summarizes the results of the proposed model. From Table 7, we found that: 1) the effect from PP to RI with  $\beta = 0.286$  was significant at p-value <0.01, H1 is accepted as PP had a positive effect on RI. 2) PP-to-WOM effects with  $\beta = 0.348$  were significant at p-value <0.01, H2 is accepted as meaningful PP and positive impact on WOM, 3) the effect of COO on RI with  $\beta = 0.182$  not significant at p-value 0.05, H3 is rejected as COO has not shown a positive effect on RI, 4) COO impacts on WOM with  $\beta = 0.675$  meaning at p-value <0.001, H4 is accepted or COO positively impact on WOM, 5) Impacts of COO on PP with  $\beta = 0.732$  with p-value <0.001, so H5 is accepted or COO has a significant and positive effect on PP and 6) the effect from WOM to RI with  $\beta = 0.556$  is significant at p-value <0.001, so H6 is supported or WOM has a positive impact on RI.

Table 5 Results of hypotheses

Hypot-hesis	Direction of impact	Notable	Results
H1	PP → RI	0.286**	Accepted



H2	PP → WOM	0.348**	Accepted
H3	COO → RI	0.182	Rejected
H4	COO → WOM	0.675***	Accepted
H5	COO → PP	0.732***	Accepted
H6	WOM → RI	0.556***	Accepted

\*\*\*P < 0.001, \*\*P < 0.01

## V. DISCUSSION, MANAGERIAL IMPLICATION AND CONCLUSION

### Discussion

In order to understand the impact of the factors affecting the repurchase behavior of consumers Vietnam for Korean cosmetics, the study uses the influencing factors including perceived price, country of origin and word of mouth. These factors affect repurchase intention. In addition to identifying the interplay of these factors, the authors construct the research model with seven hypotheses. We will discuss very single hypothesis as follows:

#### *H1-PP positively affects RI:*

As mentioned in the theoretical part, some studies such as Olbrich & Jansen (2014); Love & Okada (2015); Cole (2015) have a premise for both service and product acquisition. In addition, Wang (2013) found that repurchase decisions were influenced by the price the customer deemed reasonable for the product. This study yields similar results, with price perceptions significantly affecting repeated purchase behavior in the beauty industry, suggesting that price is one of the key factors for consumers to consider repurchasing the same product. Promptly it can be seen that in the technology of beauty products, consumers will buy products when consumers find that the price is reasonable and commensurate with the quality.

#### *H2-Impact of PP on WOM:*

A study by Trusov et al., (2009) notes that WOM as an influential factor in business. In addition, Moslehpour et al., (2017) find that WOM is significantly affected by price perceptions. Based on the findings of this study, consumer perceptions of prices are an important factor and have a significant impact on WOM. Specifically, consumers will share their experiences and appreciation of beauty products for friends when they feel that the product is good and the price is reasonable. Therefore, the beauty industry should consider word of mouth an important factor in identifying repeat consumer buying behavior. This provides a good basis for testing the mediating effect of WOM.

#### *H3-Impact of COO on RI:*

Some studies have examined the factors that influence the characteristics of the country of origin of the intention to purchase, but do not cover the examination of the effect of COO of the product on consumers' RI (Kim et al., 2017). All indicate that the element of the national image has a positive or negative effect on the customer's purchase of goods and services. (Wang & Yang, 2008). According to Saydan (2013), it has been shown that the positive or negative impact of the country of origin factor will have a significant impact on repeated purchase behavior as well as customer's brand loyalty. However, in our paper, it is found that the COO does not have a significant impact on RI.

Consumers, with the lowest image size compared to the remaining impact groups, are even below the allowed level. This suggests that the repeat consumer behavior of the future especially with beauty products does not depend on the visual element of a country of origin but on many other important factors.

#### *H4-Impact of COO on WOM:*

After analysis, we conclude that COO in the eyes of Vietnamese consumer will greatly affect WOM. In line with this finding, Chow & Tseng (2014), customers will not choose the product of a country they do not like and from there by spreading awareness. The national image causes aversion to the people around by various forms of WOM. Even in the cosmetics industry in particular or any other commodity or service sector, the spread of functionality and utility or even the influence of a country producing that product will be transmitted from the mouth at a very fast pace, as fast as the Hallyu wave propagates (Lin, 2006). More than that, Vietnam is a very popular oral culture, deep into the Vietnamese people's lifestyle. Since the impact of the country of origin on the consumer's willingness to buy again will be through a very important medium that is oral.

#### *H5-Impact of COO on PP:*

Moslehpour et al., (2017) find that the influence of COO to PP on Korean cosmetics by Taiwanese consumers, and PP is considered to be an important factor in making consumer purchasing decisions. Moreover, the results of this study have found that COO has the direct and strongest impact on PP. We can clearly see that in Vietnam, the majority of consumers have faith and fidelity to cosmetics originating in Korea through movies, photos, music, etc. Movies and dramas have become of interest to Korean cosmetics and have used the internet to gather information and transmit information about Korean cosmetics. It is because of the belief in the quality of Korean cosmetics that the products are priced in line with the value. That product brings to meet the needs of consumers, and to create an impression of the price of products associated with the image of the country.

#### *H6-Impact of WOM on RI:*

RI on the product is strongly influenced by factors such as the origin, product reputation, and consumer shopping habits. At the same time, product reputation plays an important role in the success of the business. Previously, a study about Taiwanese customers of Moslehpour et al., (2017) found that through the WOM factor affects the consumer's intention to purchase goods for cosmetic products only, but not for other products. The same finding is explored for this study. WOM plays an important role to form repurchase intention of consumers. Particularly, in Vietnam, consumers of buying beauty products do not pay much attention to price, if the value of the product is greater and directly affect customer's beauty. What they need is quality products, which directly affect the beauty of consumers and what they need is the belief in the product. So trust can only come from relatives through word of mouth.

#### *H7- WOM mediates the effects of PP and COO on RI*

In this paper, we have found that the WOM factor has a direct and positive impact on the RI and plays a very important intermediate role for the relationship between PP, COO and RI. PI can be created directly from PP while not

from COO. But, through WOM, indirect effects of PP and COO on RI become much stronger. So, WOM plays an important role in contributing to trust, loyalty, and the repetition of customer buying behavior. In a sense, word of mouth is a major and important factor affecting consumers' buying decisions as well as the culture of the Vietnamese people (Vietnam Economic Times, 2015). The culture of the village, the market and the "talkative", although improved in the direction of civilization but hidden deep within each person, the culture is still. This culture exists in the form of Vietnamese faith in the people around them. They believe in the words, the evaluation of family, friends, colleagues etc. when these people introduce or comment on a product, an example of Korean cosmetics. On the other hand, anyone who uses a particular product wants the quality of the product to be very good, so through their trust in the people around them, trust in the quality of the product.

### Managerial Implication

With what has been done and the best of our knowledge we draws some managerial implication for the cosmetic market in Vietnam as follows: Firstly, the inherent element of WOM is the strongest and most important influential factor, accompanied by the history of Vietnamese folklore and literature associated with word of mouth. Today's online word of mouth (eWOM) is also available through the internet, so the spread is even stronger than it was before. Secondly, cosmetics companies and establishments in Vietnam have not actually exploited these three factors, especially WOM, so Vietnamese cosmetics brands have not yet been exploited to make consumers remember, even know. Finally, besides to oral elements, business companies should still pay attention to the purchase price factor, because accepting prices still affect repeated cosmetic shopping behavior, should not completely ignore this factor.

### Conclusion

Through the analysis process, the study has produced the following results: repetitive shopping behavior is directly affected by the PP and WOM, but WOM has a deeper thought. Moreover, a very important result is that when WOM is the mediator, the country of origin has an impact on repurchase intention. Thus, the study has succeeded answering the research questions. However, there is an interesting element that the team has discovered during the survey and interview process. That is the climate factors. About 5% of respondents said that the climate factors in Ho Chi Minh City caused them to be loyal to the cosmetics line from Korea. Therefore, in the near future, we will continue to study to determine some other factors affect RI negatively and if the climate affects the purchase decision repeatedly and if it is affected by the mediator is WOM or not.

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