

Graduate School of Management

St. Petersburg State University

Master in Management Program

Master Thesis

The impact of country of origin
on brand image perception and purchase intentions:
case of Korean products in Russian skincare market

The 2nd year master student of

Master in Management (CEMS) program

Anna Sivtsova

Research advisor:

Doctor of Science in Economics

Sergey A. Starov

Saint Petersburg

2020

АННОТАЦИЯ

Автор	Сивцова Анна Александровна
Название ВКР	Влияние страны происхождения на восприятие имиджа бренда и намерение совершить покупку на примере корейских товаров на российском рынке средств по уходу за кожей
Образовательная программа	Менеджмент
Направление подготовки	38.04.02 Менеджмент
Год	2020
Научный руководитель	Старов Сергей Александрович
Описание цели, задач и основных результатов	<p>Цель исследования - изучить влияние информации о Корее как стране происхождения бренда по уходу за кожей на восприятие имиджа бренда и намерение совершить покупку среди российских потребителей, а также изучить влияние компонентов имиджа Кореи на эффект страны происхождения.</p> <p>Для достижения этой цели были проведены онлайн опросы, и полученные данные были затем статистически обработаны с применением таких статистических методов как t-критерий, парный t-критерий и множественная регрессия. Результаты показали, что, хотя респонденты и не считают страну происхождения важным фактором при выборе средств по уходу за кожей, информация о Корее как стране происхождения оказывает значительное положительное влияние на некоторые аспекты имиджа бренда и намерение совершить покупку. Этому способствуют как хороший имидж Кореи как производителя товаров, так и общее</p>

	<p>представление о стране как о хорошо технологически развитой.</p> <p>На основании полученных результатов были даны рекомендации по различным аспектам маркетинговых стратегий.</p>
Ключевые слова	Страна происхождения, имидж страны происхождения, восприятие бренда, намерение совершить покупку, поведение потребителей, косметика, Россия, Корея

ABSTRACT

Master Student's Name	Anna Sivtsova
Master Thesis Title	The impact of country of origin on brand image perception and purchase intentions: case of Korean products in Russian skincare market
Educational Program	Management
Main field of study	38.04.02 Management
Year	2020
Academic Advisor's Name	Sergey A. Starov
Description of the goal, tasks and main results	<p>The goal of the research is to investigate the influence of information on Korea as a skincare brand's country of origin on brand image perception and purchase intentions among Russian consumers, as well as to study the impact of Korean country image components on country of origin effect.</p> <p>In order to achieve the goal online surveys were run and the obtained data was statistically processed with the usage of t-test, paired t-tests and multiple regression. The results demonstrated that though respondents do not consider country of origin an important factor for choosing skincare, information on Korea as a country of origin has a significant positive influence on some aspects of brand image and purchase intentions. Good image of Korea as a producer of goods and overall view of the country as a technologically advanced one contribute to the effect.</p> <p>Based on the results recommendations on various aspects of marketing strategies were provided.</p>

Keywords	Country of origin, country of origin image, brand perception, purchase intentions, consumer behavior, cosmetics, Russia, Korea
----------	--

Table of contents

INTRODUCTION	8
1. THEORETICAL BACKGROUND	11
1.1. Introduction	11
1.2. Brand and brand image perception	11
1.3. Country of origin	13
1.3.1. Country of origin theory development	13
1.3.2. Country of origin effect for cosmetics products	15
1.4. Country image	16
1.4. Summary and research questions	17
2. BUSINESS BACKGROUND	21
2.1. Introduction	21
2.2. Russian skincare market overview	21
2.3. Phenomenon of Korean skincare popularity on the Russian market	24
2.4. Consumer profile of chosen study group on the market	26
2.5. Summary and hypotheses	28
3. METHODOLOGY	30
3.1. Research design	30
3.2. Survey creation	30
3.3. Data collection	34
3.4. Expected findings	34
4. FINDINGS	36
4.1. Sample description	36
4.2. Preliminary tests	38
4.3. Analysis of factors influencing purchase decision	40
4.4. Analysis of brand image perception	42
4.5. Analysis of purchase intentions	44
4.6. Country image analysis	45
5. DISCUSSION	51
5.1. Results summary	51
5.2. Managerial implications	52
5.3. Limitations and future research directions	54
CONCLUSION	56

REFERENCES	58
APPENDICES	63
Appendix 1. Search query statistics for cosmetics from different countries for March 2020 (Yandex Wordstat, 2020)	63
Appendix 2. Research survey	66

INTRODUCTION

The modern world is moving towards globalization. It becomes easier and easier for us to consume the products from all around the globe. This also raises the level of rivalry; now producers have to not only excel domestic products, but also to surpass the goods from other countries in order to be able to win the customer.

In order to outperform the competitors, the companies have to pay attention to product differentiation and the creation of the unique benefits that the consumers will be ready to pay for. One of the ways to achieve it is branding; creation of the strong brand and usage of its advantages has a sustainable positive effect on sales.

There are many various factors affecting the brand itself, brand creation, brand management and particularly development of the marketing strategies for a brand. This study will focus on the most researched international aspect of consumer behavior (Tan 1987), the country of origin effect, which has a strong impact on many elements of the brand, including the perceived value, prestige, credibility and distinctiveness. The fact that consumers perceive products originating from different countries differently creates a room for the adjustment and improvement of the marketing strategies, which is crucial for the sustainable success.

This particular research focuses on the investigation of the impact of country of origin effect on brand perception of and purchase intentions towards Korean products in Russian skincare market. The choice was dictated by several reasons. First of all, there exists an interesting phenomenon of Korean skincare and makeup products popularity growth. As for 2018 the global market of K-beauty (Korean beauty) products accounted for 13 billion dollars; Russia is keeping up with the tendencies, having increased the size of import of Korean cosmetics by 27 times in five years – from 1,8 million dollars in 2011 to 48 million dollars in 2016 (Креативный потребитель [Creative consumer] 2018). No other country has similar figures regarding the growth of the export of its cosmetics products to Russia. Such impressive numbers make it interesting to investigate the country of origin effect that is definitely rather explicit in this case. Secondly, beauty and personal care market is rather big and well developed in Russia, with a turnover of 8.8 billion dollars (Beauty and Personal Care: Quarterly Statement Q1 2018 2018) and a stable growth of the skincare segment (Российский рынок косметики и парфюмерии: динамика, покупательские предпочтения и структура инвестиций [Russian cosmetics and perfumery market: dynamics, consumer preferences and investment structure] 2019), which creates the demand for different studies and offers a plenty of room for the implications of various researches. Lastly, the market concentration ratio is rather high. The small number of the big

corporations owns multiple popular brands originating from different countries: a company's portfolio may include German, French, USA and Japanese brands at the same time. This raises the level of competition and creates a so-called effect of «brand cannibalism», which means that the brands owned by the same company may take each other's' market share. Knowledge of different perception peculiarities for the brands from different countries may not only help to create a better marketing strategy, adjusted for the certain market, but also to help manage the process of differentiation and thus help to avoid some of the negative effects of brand cannibalism.

Although, as already mentioned, the country of origin effect is a widely studied phenomenon, and there have been conducted multiple researches, this particular paper still has both scientific and practical value due to the several reasons. First of all, the country of origin effect differs depending on various characteristics. The time period (Papadopoulos 1988), the country, product (Zafar 2004) (Lin 2004) and market peculiarities all affect the strength and direction of the effect, as well as the purchase intentions (Koschate-Fischer 2012). Since the country of origin effect can vary depending on the exact setting features such as the country (Dornoff 1974) and time (Papadopoulos 1988) it makes sense to conduct a research for every specific market. As there had been no research conducted specifically for perception of Korean skincare products by Russian consumers in late 2010-s – beginning of 2020s, there existed an area for exploration.

Secondly, it makes sense to choose a certain social group and peculiarities of its preferences as an object, because studies prove that the country of origin effect can be affected by the social group the person belongs to (Papadopoulos 1988). Therefore, the choice of some particular narrow group with certain characteristics such as age, education and etc. is justified, as these are the factors that are proven to have an influence on the foreign goods perception (Dornoff 1974). Millennials, that have a strong effect on the current economy, being the most powerful consumer group and forming the market trends (Antsiperova 2019), seem to be a rather interesting and useful object for studying; what is more, there is a clear research gap, as no study focusing on exploring the country of origin effect on this particular group in this particular market had been conducted.

The goal of the research is to investigate the influence of information on Korea as a skincare brand's country of origin on brand image perception and purchase intentions among Russian consumers, as well as to study the impact of Korean country image components on country of origin effect. The subject and the object being the country of origin effect of Korea on the Russian skincare market and preferences, perceptions and purchase intentions of the Russian female millennials with an average or above average income and higher education as well as country image components respectively.

In order to cover the existing research gaps, online surveys were run and the obtained data was statistically processed. The results of the calculations helped answering following research questions:

- Which factors influence Russian consumers' choice of skincare products?
- How does information on Korea as skincare brand's country of origin influence different aspects of brand image perception among Russian consumers?
- How does information on Korea as skincare brand's country of origin influence Russian consumers' purchase intentions?
- In which way do the components of Korea's image influence country of origin effect?

1. THEORETICAL BACKGROUND

1.1. Introduction

In this chapter the key theoretical concepts for this work will be explained. Their definitions and history of development will also be given in order to ensure the proper understanding of terms that are to be used in the research. With the help of the theoretical concepts overview justification of the existence of the research gap will be done and research questions will be formulated.

The first group of theoretical concepts to be examined consists of brand and brand image perception, as in order to properly research the brand perception of the customers it is vital to first give an exact definition of it and look into the way it is studied. Then the key concept of this research, the country of origin effect, will be explored, with both general key works described and modern researches analyzed. The paragraph is also to include a list of factors that have a significant influence on the country of origin effect and therefore shape the way the research should be designed. Moreover, a special paragraph will focus on making an overview of the studies on the effect of country of origin on skincare and cosmetics market. Lastly, the country image concept and its various components, as well as its influence on the country of origin effect, will be described.

1.2. Brand and brand image perception

Over the years a numerous amount of researches dedicated to defining the concept of brand has appeared; these various interpretations and definitions often contradict each other. The context and degree of concretization also influence the concept and the way it is interpreted. What is more, just like any other concept, the brand definition has developed over time, being constantly reassessed, enriched and updated in order to fit into the modern business approaches (Wood 2000). The evolution of the definition shows the way the brand and brand management were perceived and through this comparison allows to comprehend their increasing importance throughout the years (Domnin 2017).

One of the initial definitions is believed to be the one given by the American Marketing Association; it addressed the brand concept as a set of physical, visible, tangible attributes. «Brand is ... a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or service ... and to differentiate them from those of competitors» (Association n.d.). Nowadays this definition seems too narrow; it does not explain the nature of the concept the way we perceive it today (Domnin 2017). In 30 years Bennett has made an important addition to the wide-known meaning. According to this researcher, the brand can be described as the name,

design, symbol, term or any other feature allows to distinct one seller's product from those of other sellers (Bennett 1988). Small notion about «the other feature» reflects the change in the perception; it can be noted that it has significantly shifted more towards the intangible part of the concept.

For the current study the definition given by Wood, a researcher who has done an overview of the evolution of the term and its development by various scholars, fits the most. It sums up the previous researches on the topic and describes brand as a sort of a mechanism for that allows firms to achieve competitive advantage through differentiation. «The attributes that differentiate a brand also provide the customer with satisfaction and benefits for which they are willing to pay» (Wood 2000). This one is rather practical-oriented, reflecting both the purpose of the brand and showing its meaning in the achievement of competitive advantage and allowing to keep in mind the practical goals of this study.

The brand image as a concept was born after an article by B. Gardner and S. Levy, published in 1955 in the Harvard Business Review; at that time period marketing started focusing on the emotional involvement of consumers into the process of buying (Domnin 2017). The authors stated that it's not the brand developed by marketing specialists that matters, but its image and perception by consumers (Gardner 1955). The brand image was viewed as some holistic perception, which could be defined as a set of associations that consumer has developed after the contact with brand (brand name, advertising, merchandising, price, the work of sales staff, etc.) (Domnin 2017).

More modern definition describes brand image as a set of various reasoned or emotional perceptions attached by consumers to a specific brand and consisting of functional and symbolic brand beliefs (Dobni 1990). The latter reflect the needs, wants, and interests of customers (Medina 1998). Satisfactors of consumer needs, in their turn, can be divided into three groups: experiential, symbolic and functional benefits (Park 1986). There is one more classification that divides the brand associations into several groups. They are named overall brand attitude (overall evaluation of brand that is made by a customer), benefits (personal value of the product for the customer) and attributes (distinctive characteristics of a product) (Kirmani 1991).

The practical value of this paragraph is to define the brand image perception in order to understand how it can be measured for the purposes of this research. It can now be concluded that certain characteristics of brand should be estimated by the consumers, as well as beliefs should be expressed by them; the list of these features and beliefs varies greatly throughout the research papers as they reflect the important characteristics of the specific products (specific product attributes) chosen for the exploration (Parameswaran 1994) (P. Yaprak 1987). The list should more

or less fully describe and fit both the functional and symbolic parts of the brands of chosen category of goods. Therefore, in order to correctly measure the brand image perception, works focusing on the brand image perception of cosmetics products should be analyzed and the list of attributes for the survey should be based on their lists.

1.3. Country of origin

1.3.1. Country of origin theory development

As already mentioned, country of origin is one of the most widely studied phenomenon in international marketing sphere (Dekhili 2014). For more than fifty years since the discovery of the effect several hundred scientific works have been written. It is not possible and not necessary to study on all of them, therefore I will only focus on the ones that present findings important for this particular research, which are the things that can moderate the country of origin effect and the statements that prove the importance of the measurement, understanding and usage of the effect for the practical purposes of business.

Country of origin can be defined as any influence or bias on product estimation, risk perception, buying intention resulting from country-of-origin information (Herz 2013). The discovery of the phenomenon took place in 1965, when Schooler has found out about the existence of the correlation between the country of origin and the consumer's product evaluation and perception (Schooler 1965). Group of students from Guatemala has been assessing the products from their home country, as well as ones from El Salvador and Costa Rica. The latter ones have turned out to be perceived more negatively. The study has just shown the existence of the effect, but did not include any other details and did not go into further research.

The big important study in the field of country of origin theory that is relevant for this work was made by Nagashima in the 70s. His research that lasted through years has shown that the effect can become more or less extreme during the time (Nagashima 1970). This study was then proved right ten years later by another researcher, Papadopoulos, who has made it clear that «made in» stereotypes can vary over the years (Papadopoulos 1988).

A number of researchers have identified various product-based determinants and individual consumer characteristics that moderate the country of origin effects (Pharr 2005):

- Dornoff, who has set the goal to check whether the perception of the imported goods depends on or can be influenced by the nationality, income, education and other socio-economic characteristics of the respondent. The results have shown that there are definitely some links between the certain characteristics like the level of

education and more positive or negative perception of imported goods – people with higher levels of education were rating foreign products higher (Dornoff 1974).

- Schooler and Tongberg have concluded that older people have a tendency to evaluate foreign goods higher than domestic products (Robert 1971) (Tongberg 1972).
- Gender also has an impact on the country of origin effect, as foreign goods are mostly perceived better by females than by males (Robert 1971).
- Watson and Wright, Orth and Firbasova have concluded that consumer's ethnocentrism has an impact on the perception of the products; domestic ones were viewed more favorably (Watson 2000) (Orth 2003).
- Lin and Kao have concluded that the effect of country-of-origin is significantly affected by product complexity, as well as product familiarity and product importance (Lin 2004).
- Yaprak has proven that general country and specific product attributes can affect the purchase intentions (Yaparak 1978).
- Zafar has proved that country of origin information matters for low-involvement products (Zafar 2004).

From a business perspective there are several research outcomes worth mentioning. Country of origin of a product can be perceived as a signal of quality, can impact the cognition of both value and risk and can also directly influence the purchase intentions (Koschate-Fischer 2012). Information can influence consumers' purchase intention both in a positive and negative ways. Consumers might also be ready to pay more for the goods that originate from countries of origin with a better image (Koschate-Fischer 2012) or in case there is a link between the country image and product category (Baker 2002). Country of origin information can also add to a competitive advantage, as it might help the process of differentiation (for example, in case of export) and thus help the product to become distinctive among its foreign rivals. As can be seen, country of origin can have a significant influence on both perceptions of the goods and behavior of customers; but there are plenty of other factors that also have an impact, namely price, advertisement, etc. This is why before trying to estimate the exposure that information on Korea as a country of origin has on Russian consumers, it is important to understand whether they consciously consider this factor when choosing skincare products, which leads to formulation of the first research question:

- Which factors influence Russian consumers' choice of skincare products?

Out of the most recent researches dedicated to the country of origin phenomenon there are several ones that can be of interest. There are, for example, some papers that examine the effect not from the consumer, but from the modern management side. One of the works shows that country of origin is now seriously considered in management practice and is viewed as a strategic business imperative (Barnes 2019); at the same time, the effect is hard to measure and estimate, and especially hard to deal with, because in the world of increasing globalization consumers often tend not to know where the goods they buy originate from (Zeugner-Roth 2017). The latter problem can be successfully dealt with by conducting researches and understanding which country of origin facets make a brand the one «from a certain country» (Heine 2018).

Modern technology has allowed to carry out the research processes that would help to investigate the physiological side of the stereotype thinking and effects that are related to it, including the country of origin one. A group of Chinese scientists have conducted electroencephalogram while the study participants were making purchasing decisions, and has found out that the information given about the countries of origin of watches has started the same dynamics in the neural mechanism that is activated when the person is dealing with gender and race stereotypes, but the effect is slightly more sensitive (Xie 2018).

1.3.2. Country of origin effect for cosmetics products

There are not many studies dedicated to the country of origin effect in cosmetics industry. Earliest one found was conducted in 2010, majority of works have been made within past five years, which shows the growing interest to the topic. Most of them is focused on the Asian consumers: ones from Vietnam (Ngoc 2013), Thailand (Buaman 2011) and Taiwan (Hsu 2017). There are also papers on country of origin effects on people from Lebanon (Zbib 2020) (Ahmed 2010) and Pakistan (Akhtar 2016). These works either prove the existence of a significant country of origin effect that influenced consumer behavior such as purchase intentions or the influence of country of origin information on brand equity and perception of product qualities.

European consumers have been studied as a whole. There is a work regarding the attitude of European female millennials towards Chinese cosmetics, which revealed a negative attitude towards Chinese self-care goods (Kudevičiūtė 2017). Out of all Europeans only Polish people and their perception of brands characteristics depending on the country of origin (European countries, USA and their domestic country) have been examined (Baran 2018). The study showed people clearly perceiving cosmetics brands from various countries differently (German ones having high quality, Polish ones being cheap and etc.).

Lastly, one article is dedicated to the growing importance of country of origin information in cosmetics industry as a whole (Rebufet 2015). Interviews with seven professionals working for brands from various parts of the world have been conducted and it was concluded that as a result of globalization the level of competition is increasing, which results in countries working on their image as producers of goods. In the end, this impacts the country of origin effect on the cosmetics products.

To sum up, country of origin effect is present on the cosmetics market, and it can influence the brand and consumer behavior. Therefore, this is a subject worthy of studying. No research regarding Russian consumers and their attitude towards cosmetics or specifically skincare products has been made. Articles in both Russian and English have been searched for in various bases and journals, but nothing was found. This clearly identifies the existence of a research gap and provides an opportunity to ask following research questions:

- How does information on Korea as skincare brand's country of origin influence different aspects of brand image perception among Russian consumers?
- How does information on Korea as skincare brand's country of origin influence Russian consumers' purchase intentions?

1.4. Country image

Country image studies began in the 1960-s with the works of Ditcher and Schooler (Buhmann 2016). In his research dedicated to country of origin effect Ditcher pointed out to the fact that country image had an impact on the perception of the products by consumers (Dichter 1962). In 1979 researches Chasin and Jaffe managed to link the specifics of perception of the products and overall country of origin effect to the certain stereotypes about the country. US buyers somehow had rather negative attitudes towards various products from Eastern Europe; this was true even for those of them, who have never had any experience of purchasing goods from that region (Chasin 1979). Another important study of similar kind was conducted in 1989 by researcher named Han. It was determined that in two different cases the country image influences the perception of a product in a different way. First case being the one where consumers are not familiar with a country's products at all and the other one, where, in contrast, the person is familiar with a country's goods; in the first case the country image contributed to so-called halo effect (Han 1989).

As told by Roth in her overview of country image papers, while country of origin studies allow to research whether consumers prefer goods from one country to ones from another, studying perceived images of the countries involved allows to understand why this is the case (Roth 2009).

This quotation sums up the meaning of the country image concept for this work. It might help to understand what particular bias and attitude influence the purchase decisions, brand perception and overall stand behind the country of origin effects.

Important for this particular research is the fact that country image as a concept can be divided into three parts or components: so-called cognitive (informational beliefs about the country), affective (emotions and feelings about the country) and product-country (view of country as a producer of goods) (Zeugner-Roth 2017). Exact definitions can vary greatly and depend on the scale developed to measure them; choice of exact scales and development of questions is to be explained and justified later, in the part dedicated to survey creation. All three components can have different relationships and influence the overall effect in various ways, depending on the way how they are measured and how many of them are measured, as some of the papers only focus on one or two of them – namely Mittelstaedt (Mittelstaedt 2004) or d'Astous (d'Astous 2007). In this research all three are to be used, as in order to develop useful recommendations for business it would be useful to understand the all possible underlying reasons of perception peculiarities.

No researches on country image of Korea as perceived by Russian consumers and its influence on the country of origin effect has ever been made, which identifies the research gap. This allows asking the following research question:

- In which way do the components of Korea's image influence country of origin effect?

1.4. Summary and research questions

The major issues in the country of origin research sphere mostly revolved around three main topics, namely the exploration of preconceptions about the goods produced in certain countries, collation of perceptions of foreign and domestic goods in various cultures and detection of the demographic factors that have an impact on perception of foreign goods (Hong 1989). This research is to focus on the first one, in particular the country of origin effects on the Russian skincare market. The results of numerous works have proven that there exists a significant difference between preferences and perceptions of consumers from different countries. Country of origin effect is present on the cosmetics market, and it can influence the brand and consumer behavior.

Therefore, this is a subject worthy of studying. No research regarding Russian consumers and their attitude towards cosmetics or specifically skincare products has been made, to say

nothing of the research of the specific customer segment. This clearly identifies the existence of a research gap.

From the literature review it is known that there are various variables that can moderate the country of origin effect belonging both to consumer and to the product. The choice of the product has already been made, so the ones that matter for this research are the variables regarding the consumer, namely:

- age;
- gender;
- country;
- level of education;
- level of income.

In order to correctly measure the country of origin effect only people that fit certain descriptions based on criteria above are to be taken into consideration. Statistics on behavior of different customer groups is to be studied in order to choose the best one. It would make the most sense to study the peculiarities of the group that has the most power on the market. Such group is to be identified in the following chapter.

Based on the definitions given earlier a simple scheme for the research can be created. First of all, the country of origin effect is any influence or bias on product estimation, risk perception, buying intention resulting from country-of-origin information (Herz 2013). Therefore, it can graphically be pictured like this:

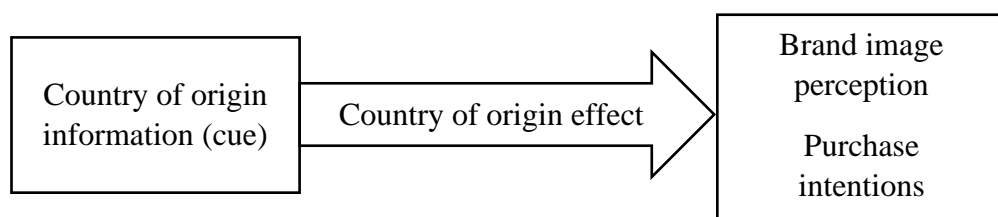


Figure 1 Graphic depiction of country of origin effect

Country image concept can be described as generalized (stereotypical) images of countries and their products that have behavioral consequences (conations) (Zeugner-Roth 2017). In this case purchase intentions can be viewed as such conations, for example, and country of origin effect is an actual change in behavioral intentions. Therefore, country imaged can be added to the scheme as follows:

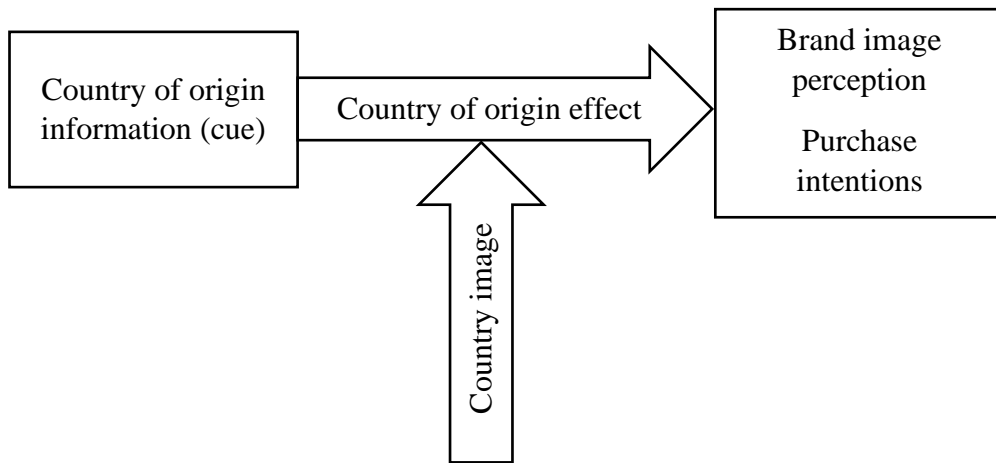


Figure 2 Graphic depiction of country of origin and country image concepts

Lastly, as described in the previous paragraph, country image consists of three components: cognitive, affective and country-product ones. Therefore, the final image would look like this:

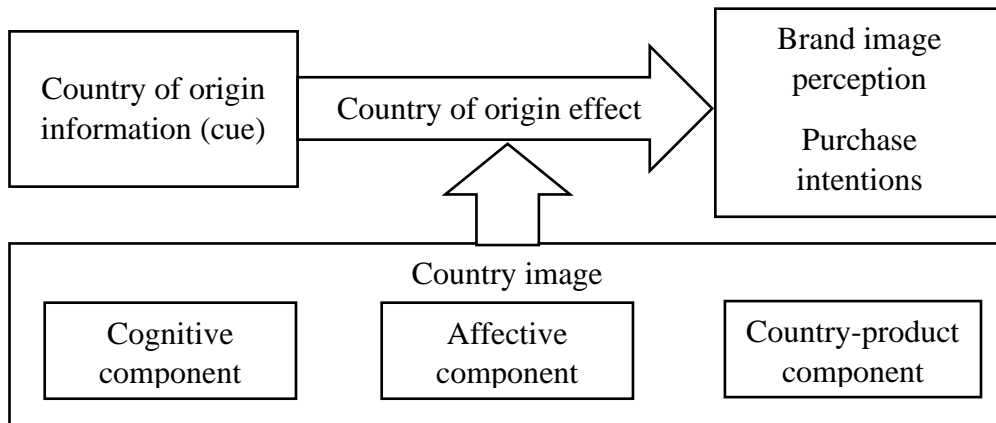


Figure 3 Graphic depiction of concepts researched in this work

This way it is easier to understand what concepts are being researched. The scheme also helps to understand the connections between the components of the research. It proves that this work is holistic and all questions explored contribute to the understanding of the subject.

To conclude, the literature review has helped to detect the research points that are to be studied empirically. If covered, they would both close the existing research gap and allow to make conclusions that can contribute to dealing with business problems. Therefore, the research is to answer following questions:

- Which factors influence Russian consumers' choice of skincare products?
- How does information on Korea as skincare brand's country of origin influence different aspects of brand image perception among Russian consumers?

- How does information on Korea as skincare brand's country of origin influence Russian consumers' purchase intentions?
- In which way do the components of Korea's image influence country of origin effect?

2. BUSINESS BACKGROUND

2.1. Introduction

Even though the previous part has described the existing research gap, there is still a need in explanation of the certain aspects of the study, such as the choice of the industry, countries and segment of consumers whose purchase intentions are to be analyzed. This part will be dedicated to description of certain business phenomenon and market tendencies that together both justify the choice of the topic and prove the practical value of this study for business.

In order to better understand some of the factors that may affect the consumers' perception and influence the decision making process when purchasing the skincare products, it would be useful to make a market overview and to study the current trends. What is more, the market research would help to justify the relevance of the research itself by proving the potential of the skincare segment development and providing some facts that demonstrate the necessity of careful brand management; data obtained during market analysis would also be useful for making practical recommendations and elaborating on the managerial implications at the end of the paper. The market phenomenon that served as a source of the idea for this study will also be described. Paragraph on the research target group will focus on the description of the specific traits of millennials' behavior as consumers, providing market data and also explaining the reasons for choosing this particular group.

2.2. Russian skincare market overview

Russia has 11th place in the world's rank of cosmetics and perfumery markets. The yearly turnover is currently estimated as high as 8.8 billion dollars (Российский рынок косметики и парфюмерии: динамика, покупательские предпочтения и структура инвестиций [Russian cosmetics and perfumery market: dynamics, consumer preferences and investment structure] 2019). According to Euromonitor experts, the growth is quite stable and will remain at 4-5% per year.

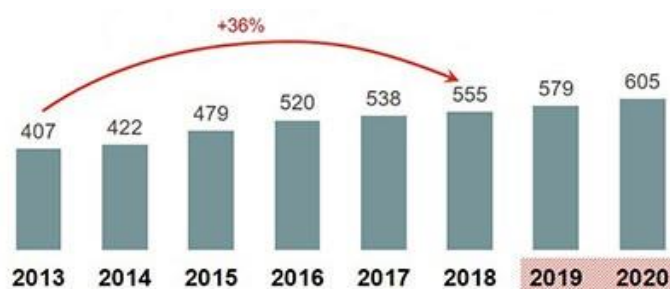


Figure 4 Yearly turnover of Russian cosmetics and perfumery markets in bln rubles (Beauty and Personal Care: Quarterly Statement Q1 2018 2018)

The growth of skincare segment in particular is also stable. From 2013 to 2018 the share of the skincare products for the face in the overall Russian market has risen by 3% (Beauty and Personal Care: Quarterly Statement Q1 2018 2018). On the contrary, the numbers for the body care are not so stable (The Russian beauty market by the numbers 2018); however, this part of the segment has managed to grow by 0,5% over the same period.

Russians prefer to buy the products in chain stores or drogeries, making them account for 34% of all the sales. Another 26% of purchases are made in hypermarkets, discounters and supermarkets. This way of shopping demonstrates stable growth over the years (Тренды российского beauty-рынка: продажи, рост e-commerce и персонализация [Trends in the Russian beauty market: sales, e-commerce growth and personalization] 2018).

The Internet is responsible for approximately 10% of the total sales of the cosmetics and beauty products. This channel is the most rapidly growing one: over the past year the share of online sales has increased by 30%. This type of shopping has a distinctive feature: consumers usually make relatively big purchases, but less often, if compared to another channels, according to the experts. In most of the cases, people buy perfumes, makeup and hair care products.

For this research paper details of import also play a rather important part. France plays the leading role in cosmetic imports to Russia, followed by Germany, Poland and Korea (The Russian beauty market by the numbers 2018). The unfavorable currency exchange rates in some of the previous years resulted in increased prices for imported beauty products (Russia - Cosmetics and Perfumery 2018), which may have negatively affected the perception of foreign brands by price-sensitive Russian consumers. The amount of import and the foreign cosmetics and perfumery products bought has thus been unstable for the some of the recent years, but this situation tends to stabilize now.

One more particular feature worth of consideration is the market structure. The cosmetics market has a rather high concentration rate, if judged by the number of companies and not brands. In fact, less than 10 companies own more than 182 brands (These 7 companies control almost every single beauty product you buy 2017) and account for the absolute majority of sales in the market. The infographics below shows most popular international brands; plenty of them are present on the Russian market, so the situation in the country reflects the global one.



Figure 5 Self-care brands owned by the seven market leaders (These 7 companies control almost every single beauty product you buy 2017)

The competition is high not only between the companies, but also between the brands within the same organization, which creates a so-called effect of brand cannibalism, meaning that the new products introduced eat into the share of the company's existing ones (Cannibalisation 2009). This makes the differentiation strategies crucially important. Information on how Russian consumers perceive different brands based on their country of origin might be used for the creation of successful communication of the brand attributes. Thus, knowledge of different perception peculiarities for the brands from different counties may not only help to create a better marketing strategy, adjusted for the certain market, but also to help to manage the process of differentiation and therefore help to avoid some of the negative effects of brand cannibalism.

As for the consumer analytics, majority of cosmetics products are bought and used by women. 90% of them consume body care products and 87% buy skincare products for the face, as opposed for 36% and 27% for men, respectively (Косметический рынок: основные тренды в России и мире [Cosmetic market: main trends in Russia and the world] 2018). 43% of Russians buy mass-market products produced by huge foreign and domestic corporations; they take a lot of

different product characteristics into account, such as price, texture, smell, previous experience of usage (Kuzmenkova 2019).

2.3. Phenomenon of Korean skincare popularity on the Russian market

The idea of this research was born out of phenomenon that currently exists on the skincare market, which is a big popularity of Korean skincare. As for 2018 the global market of K-beauty (Korean beauty) products accounted for 13 billion dollars (Креативный потребитель [Creative consumer] 2018) and still continued to grow at impressive rates. Researchers see so-called «Korean wave» as one of the main reasons. This term stands for the big raise of the international visibility of Korean culture (Ravina 2009), beginning in East Asia in the 1990s and now going on in the rest of the Asia, as well as in America and Europe. Though the wave is mostly comprised of two dimensions of the modern Korean culture, which are television series and pop music, its influence spreads much further and affects beauty standards and self-care trends as well.

Russia is keeping up with global tendencies. The size of import of Korean cosmetics has increased by 27 times in five years, from 1,8 million dollars in 2011 to 48 million dollars in 2016 (Креативный потребитель [Creative consumer] 2018). Though, as mentioned before, some other countries currently have bigger figures in terms of their total export of cosmetics to Russia, no other country has similar figures when it comes to the growth of the export numbers.

In fact, Korean products are so popular that some of self-care and makeup retailers even have separate sections in their stores and on their websites dedicated to Korean cosmetics.

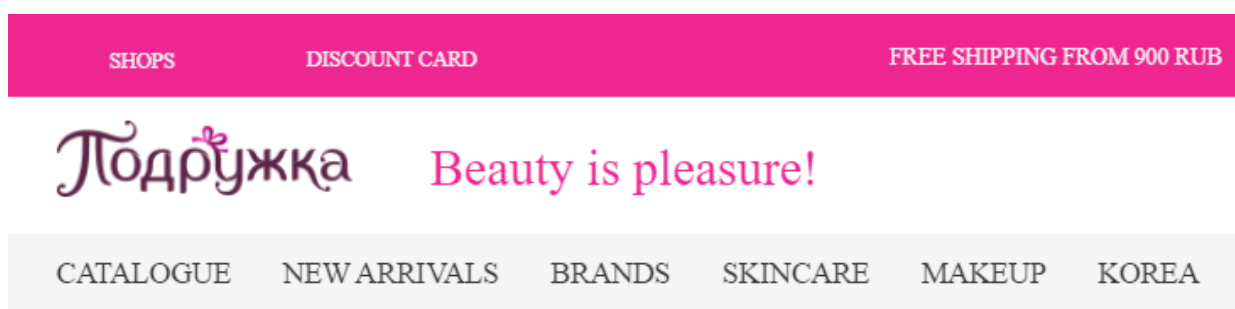


Figure 6 Screenshot of official website of self-care retailer «Podrygka» (Podrygka 2020)

Another way to explore the trend and to see its scope is to study the search history regarding cosmetics from different countries. Yandex search results for one month have been explored and compared. As can be seen, Russians search Korean cosmetics much more often than the other countries' products.

Search query	Number of searches per month
«Корейская косметика» (Korean cosmetics)	235 057
«Российская косметика» (Russian cosmetics)	5 870
«Французская косметика» (French cosmetics)	5 525
«Немецкая косметика» (German cosmetics)	2 242
«Японская косметика» (Japanese cosmetics)	11 147
«Китайская косметика» (Chinese cosmetics)	7 634

Figure 7 Number of searches for cosmetics from different countries for March 2020 (Wordsat search results 2020)

Such impressive numbers make it interesting to investigate the country of origin effect that is definitely rather explicit in this case. What is more, the effect is most likely seriously affected by the country image, which makes it suitable for research on how different components of the country image influence the overall effect. All of the above makes Korean products on Russian skincare market a good choice of topic for this study.

Now with the help of the information on the Korean cosmetics the research questions can be turned into hypotheses.

- Which factors influence Russian consumers' choice of skincare products?
- How does information on Korea as skincare brand's country of origin influence different aspects of brand image perception among Russian consumers?
- How does information on Korea as skincare brand's country of origin influence Russian consumers' purchase intentions?
- In which way do the components of Korea's image influence country of origin effect?

Based on the information from above an assumption can be made that Korean brands are perceived differently (perceived better) and are purchased more willingly if compared to the brands from some other countries. Probably the love for country's culture (which is a part of the affective

component of the country image) is impacting the overall good perception of Korean products. Therefore, hypotheses are formulated as follows:

- H1: Country of origin as a factor influencing purchase decisions has a high importance in comparison with other factors.
- H2: Information on Korea as a country of origin has a significant positive influence on brand image perception.
- H3: Information on Korea as a country of origin has a significant positive influence on purchase intentions.
- H4: Affective, cognitive and product-country components of Korea's country image have significantly different influence on purchase intentions.

2.4. Consumer profile of chosen study group on the market

On the Russian cosmetics and perfumery market millennials are the group that is creating the most of the trends and setting the standards of consuming behavior (Antsiperova 2019). Millennials (other name – generation Y) are people born between 1985 and 1999 inclusively (Millennials. Coming of age 2013). There are also other definitions, differing by the several years; this particular one was chosen because it is the one used rather often and appears to have the average years as borders. The name of the generation is formed by the fact that these people are the first generation to come of age in the new millennium (Millennials 2018). According to the experts' estimations, they will form the 30% of the global retail consumption by 2020.

This generation can be characterized by the several features. One of the brightest traits is that millennials generation is characterized by the path to purchase that is built around digital channels (Keerthi 2018). Generation Y is also greatly influenced by various opinion leaders from the Internet. Millennials' fondness for modern technology is completely changing the face of the retail industry. With the almost unlimited access to information they can learn about new products, compare different products' features, look for the sales prices, shop in the online shops from all over the world, research the brands and search for the product reviews in a way that no generation has done before, and that altogether seriously affects the level of competition on the market. With easy and fast access to product information, reviews and price comparisons, generation Y is able to choose and so chooses brands that can offer maximum convenience at the lowest cost (Millennials. Coming of age 2013).

Another important thing is the qualities of the products and brands that they value. «Local, original, and what they can feel and trust are all good. Organic, natural, and non-GMO are crystallising ... very fast» (Gapper 2018), believes Laurent Freixe, one of the Nestlé's top

managers. This is believed to be the main reason behind the fact that the revenues of smaller brands have shown yearly growth of 16% in the time period between 2008 and 2016. Good quality of the products is the most important thing for generation Y, but at the same time they put more meaning to the price factor than the other generations.

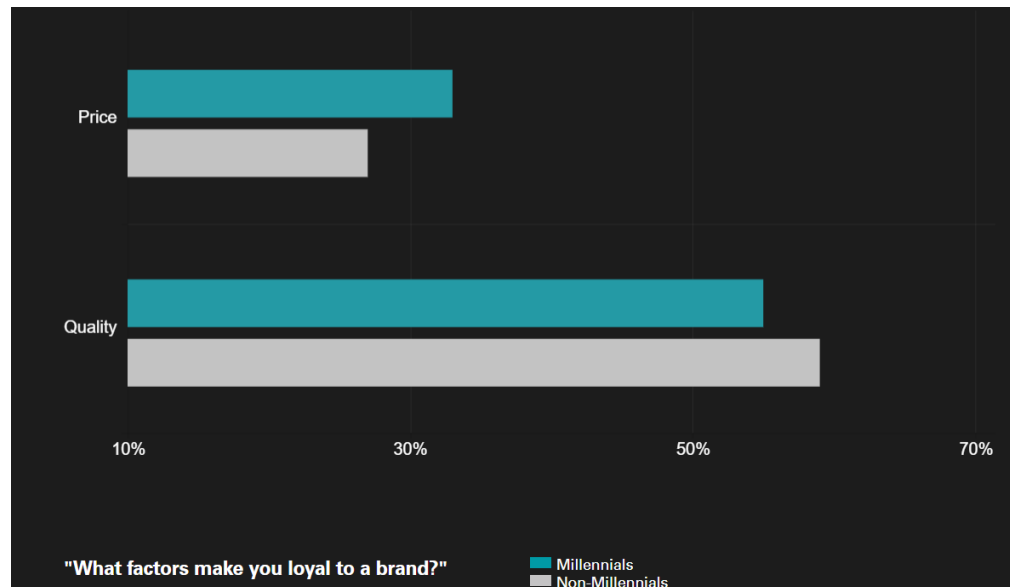


Figure 8 What affects millennials loyalty to brands, compared to other generations (Millennials. Coming of age 2013)

Millennials are rather interested in wellness, as well as healthy living, which drives them to devote time and money to keep themselves in good condition. Their active lifestyle sets trends in different markets, from clothes industry and beverages to cosmetics. Healthy skin and no makeup are both a part of this tendency (Reshetnik 2019). Korean complex skincare routine that includes 10 steps and aims at achieving a healthy, glowing skin that would look good without makeup (so-called «glass skin») fits the global trend, which is also rather strong in Russia, well (Antsiperova 2019); this might be one of the reasons behind the popularity of Korean cosmetics.

But not only the process of caring for yourself is important; sharing the information about their lifestyles is a rather important factor as well, and it greatly affects the consumer behavior of the millennials. Interesting example is the rapid growth of the popularity of certain products, such as face masks of unusual colors or design. According to Marla Beck, co-founder of a USA chain of cosmetics stores, «Masks used to be a teeny category, but they are very visual. You can display your face [on Instagram] and show that you know about lifestyle, that you take care of yourself» (Gapper 2018). This might be one of the factors influencing the demand for Korean products, as they often have distinctive and appealing design.

Since the effect of country-of-origin is affected by product familiarity (Lin 2004), only those millennials who are consumers of skincare products are to be considered appropriate for participating in the survey. As already mentioned, most of the cosmetics consumers are women, so it would make sense to focus on this part of the millennial segment, as it is bigger and brings more profit. Most of Russian millennial women have higher education (Российский статистический ежегодник [Russian statistical yearbook] 2018). As for the income, it would be better to study the group that spends more on cosmetics products, so the target audience of the research would be the one with average or higher than average income. Therefore, the target respondent for the survey is a Russian millennial woman with high education and average or higher income, who uses skincare products.

2.5. Summary and hypotheses

To conclude, the choice of the research object is backed with several compelling reasons. First of all, the existing phenomenon of the popularity of Korean skincare creates a room for studying, as it illustrates the concepts analyzed earlier. The strong effect, which presumably is created with the image of the country of origin, makes it a good object for exploring both the country of origin and country image, as well as the influence the latter has on the former.

Secondly, the market has a good prospect, as it keeps developing and growing, which alone creates a need in new researches. At the same time the market is attracting plenty of new entrants and has a rather high competition, to which different factors like globalization are contributing to. What is more, brands on self-care market are often exposed to brand cannibalism. All of these factors make it especially important to form a proper marketing strategy, which is impossible without deep understanding of the trends and concepts behind it. Therefore, theoretical research on various aspects is needed.

Lastly, millennials are a rather good group for studying consumer perceptions. They are one of the most powerful consumer groups, they set trends and drive the changes in the market structure, and when it comes to shopping they demonstrate the peculiar behavior which has not been observed before. Additional characteristics of the segment used in this paper, such as gender, income and education, only add to the purchase power. All these reasons make female millennials an object worthy of the research, this is why in my paper I am focusing on this particular group.

To sum up, this study, on the one hand, might offer new insights on the rather peculiar market phenomenon. On the other hand, this work will not only contribute to the theoretical development of country of origin and country image concepts, but would also be useful for business. Study of the perceptions and purchase intentions of the most powerful consumer group

on the highly competitive market would potentially help companies to form better marketing strategies.

In terms of methodology this chapter has valuable contributions as well. In order to detect the country of origin effect consumers have to evaluate products from different countries. Based on the market information from the paragraphs above it would make sense to compare Korean products with their competitors from two main countries: Russia (as both home country and the one owning the biggest share of the market) and France (the country that has biggest import figures in Russian cosmetics market).

This paragraph has also helped to formulate hypotheses for the research. The final list consists of the following ones:

- H1: Country of origin as a factor influencing purchase decisions has a high importance in comparison with other factors.
- H2: Information on Korea as a country of origin has a significant positive influence on brand image perception.
- H3: Information on Korea as a country of origin has a significant positive influence on purchase intentions.
- H4: Affective, cognitive and product-country components of Korea's country image have significantly different influence on purchase intentions.

3. METHODOLOGY

3.1. Research design

The research is of quantitative type, conclusive design, focusing on description of the country of origin's phenomenon influence on consumers' perception and purchase intentions, as well as researching components of country of origin image and their influence on country of origin effect. Importance of different factors for the choice of new skincare product is analyzed with the help of t-test. Paired t-test is used for the country of origin effect and purchase decisions, as well as brand perception features. Regression analysis is carried out in order to determine some certain significant connections (or the lack of those) between the country of origin image components and country of origin effect.

Primary data is collected with the help of the surveys. The minimal sample size is estimated to be equal to 196 with confidence level of 95% and margin of error equal to 7 (Sample size calculator n.d.). Female millennials (people born between 1985 and 1999) with higher education, average or higher income, who consume skincare products and are constantly living in Russia, are the target group of the research.

3.2. Survey creation

The survey is to have four parts. The first part is dedicated to factors that influence the choice of new skincare products. The second one is dedicated to measuring the country of origin effect (purchase intentions and brand image perception) by making the respondents estimate the Korean, Russian and French skincare brands. Third one is for Korea's country image exploration. Lastly, the final part is dedicated to collecting the demographics information of the respondents. Cronbach's alpha is used in order to estimate the reliability of created scales on country image.

For the more academic approach the questions measuring different variables for this survey are not created from scratch. They are based on the questionnaires of the research papers dedicated to studying country of origin and country image concepts. The description of works used and the process itself can be found below.

In order to test the first hypothesis and find out which factors influence new skincare purchase decisions of Russian female millennials, the question on estimation of the importance of different factors is put in the beginning. It lists several factors that might be taken into consideration during shopping, such as price, country of origin, design, ingredients, smell/color/consistency, reviews from friends and relatives, reviews from unknown people (e.g. ones from the review websites), brand advertisement. Importance of the each of them is marked

on the Likert scale ranging from «not important at all» (1 point) to «extremely important» (7 points).

Second part is dedicated to estimation of brands from Korea, Russia and France. In some of researches regarding the country of origin effect the authors have asked respondents to evaluate qualities of products coming from certain countries by just naming the product categories without actually showing the products or their descriptions (Wang 2012) or without naming brands (Parameswaran 1994). In some of researches the information about country of origin also was the only cue that people received about the product (Buaman 2011). Such approach makes it easy to measure the effect, as it eliminates plenty of other variables that may significantly influence the outcome, and thus the result might show the effect much stronger than it occurs in real life (Peterson 1995). However, such survey design puts too much stress on the country of origin; in reality the perception of the product is much more holistic, as the consumer receives all kinds of signals, and relies on all kinds of cues, both extrinsic and intrinsic, about the goods when making a purchase decision. Some researchers therefore claim that empirical studies of country of origin effect should manipulate a product on a number of cues and assess the impact of country of origin alongside the other cues in the overall evaluation of the product (Pharr 2005). In order to evaluate the country of origin effect more precisely, more researches incorporating more product cues should be made, as it would simulate the presence of numerous influences (Pharr 2005). That would help to simulate the situations that occur in real world when respondents are shopping.

That is why for the second part of the research three artificial skincare brands were created and a short description of them containing several cues are made. This approach was taken from a study by Melnik, where fictional advertising was also used in order to study country of origin effect (Melnik 2012). The names of the brands are designed in such way so they would create strong associations with the respective country («Птичка» [Ptichka] – for a Russian brand, «큰 새 (Keun Sae)» - for a Korean and «L'oiseau Bleu» - for a French one). The country of origin is also mentioned in the description, so this type of cue is to be taken into account with plenty of other information about the product and brand. This survey design is to simulate the «real-life» experience of online shopping, where the consumer also relies on the limited information and several different factors. Below are the brand descriptions used in the survey:

- «Brand name» is a new indie brand from «country name». It combines high quality natural ingredients with modern innovative technologies in order to deliver the best for your skin.

- «Brand name» is a soon to be launched «country name» brand. The products are based on the traditional skincare recipes enriched by the newest scientific research that would make skincare a pleasant experience.
- «Brand name» is a young «country name» brand. Its relies on the power of science and innovation in order to make few efficient products for the everyday skincare routine.

The descriptions are different, so in order to measure the country of origin effect correctly the survey is to have three options. The descriptions stay in the same order, but countries change their places. First option lists brands as Russian, Korean and French, second as Korean, French and Russian and third one as French, Russian and Korean, therefore each of the countries is used for each of the three brand descriptions once. Respondents are to be randomly distributed for the survey options. The responses for each of the countries are to be combined after; this allows usage of different descriptions with varying cues and later measuring the country of origin effect without spoiling the statistics with the fact that some of the descriptions might simply appeal to respondents more and therefore get more favorable estimations and higher rate of purchase intentions. This way the negative sides of within-subject design are also avoided, as respondents are not to guess the purpose of the survey.

In order to understand the brand image perceptions of the brands described above several statement on functional, experiential and symbolic benefits are listed (Park 1986). Not all of the possible ones can be evaluated because of the limited information about the brands (some of the functional, for example), so the phrases are made with consideration of existing limitations; respondents are to estimate the benefits somehow based on the feelings they are to develop after looking at the advertisements. «Efficient» has been chosen for functional benefit, «of good design», «pleasant to use» have been chosen as experiential benefits and «fashionable», «prestigious» - as symbolic ones (Solomon 1983). Attribute regarding the price («expensive») was also included. In this section purchase intentions are measured as well. Standard Likert five-point questionnaire scale (Willingness to purchase 2017) is used for the estimation of the purchase intentions, as well as for the previous and following sets of variables.

Next part is dedicated to Korea's country image. It consists of sets of questions dedicated to all three parts of country image: cognitive, affective and product-country. Questions regarding cognitive part of country image processing and country-product image are based on classical scales developed and used in Parameswaran and Pisharodi (Parameswaran 1994), Parameswaran and Yaprak (P. Yaprak 1987) and Wang researches (Wang 2012). Statements regarding the cognitive aspect include the following ones: «Korea is a rich country», «Korea is an economically developed

country», «Korea is a country with high living standards» and «Korea is a country with advanced technology», while statements on the country-product image are listed as «Korean goods are of a good quality», «Korean products have a global presence», «Korean products are reliable», «Korean products are efficient» and «Korean products are of good design».

Affective part is the one that can be estimated in plenty of different ways; in this paper it is designed in such way so it would be consistent with other scales, so it includes statements estimating the country itself and not focusing on people facet, country's politics and according emotions or previous experience with the country as a tourist or consumer of goods. Statements are created with reliance on Wang (Wang 2012), Häubl (Häubl 1996), Parameswaran and Pisharodi (Parameswaran 1994) and include phrases like «Korea is an attractive country», «Korea is a country with an interesting culture», «Korea is a friendly country» and «Korea is a nice county».

All original survey questions and statements from different works were in English, but in order to receive more responses and to be sure that respondents correctly understand the meaning the translation into Russian language is made. Back-translation method is used in order to ensure the quality of the translation. In Russian version all the words regarding the respondent words are used in the feminine gender, as the questionnaire is supposed to be filled out by women only.

Requirements for survey respondents are written next to the survey link. In order to fill the questionnaire, the respondent has to:

- be the consumer of skincare products;
- be a female;
- be a millennial (aged 21-35);
- have average/higher than average income;
- have a university degree;
- have a permanent residence in Russia.

Survey is started with announcement that the survey is anonymous and that the collected data would be used only in order to perform the research. Then the first question («Are you a consumer of skincare products?») is used in order to quickly eliminate all those respondents who do not belong to the target group of the research. Logical jump is used: in case the person answers «No» the survey will end.

Other questions that are needed in order to cut away all of those who do not fit, such as ones on age, gender, income, education and country, are put at the end of the questionnaire in the

personal information section. The latter also includes question on the city. This section is the last in the survey.

3.3. Data collection

Online surveys are to be used as a method of collection of the primary data, as they are a simple way to provide the quantitative material, which can be easily statistically processed, for the research. What is more, usage of this data collection way can help to get access to a larger, more diverse and therefore more representative set of respondents, which would not be possible with the offline methods due to the different constraints.

Several ways of the survey promotion are to be used; promotion via emails, social networks and other sites will be conducted. Questionnaire is to be posted on personal pages and in various groups and public pages on social networks, such as Facebook, Vkontakte, Telegram and Instagram. It is also to be sent out using available mailing lists and to be posted on websites such as blog platforms. What is more, offline promotion with the help of the QR codes on printed advertisement sheets is to be performed.

3.4. Expected findings

The data collected is supposed to help to determine whether there is a correlation between the strength of the purchase intention and the information on Korea as a country of origin, as well as to detect the influence that the country of origin has on the certain brand image perception characteristics when it comes to the Russian female millennials. It is also to help to detect whether and how the components of Korea's country image affect the country of origin effect. In order to do so, following research questions will be answered and their corresponding hypotheses tested:

- Which factors influence Russian consumers' choice of skincare products?
- How does information on Korea as skincare brand's country of origin influence different aspects of brand image perception among Russian consumers?
- How does information on Korea as skincare brand's country of origin influence Russian consumers' purchase intentions?
- In which way do the components of Korea's image influence country of origin effect?

Recommendations on brand management are to be driven from the research results. Taking into account current market realities, such as globalization, rise of the competition and better access to information, the process of developing a proper market strategy and creating a strong brand that will facilitate the differentiation and become one of the product's benefits that the

customer is willing to pay for is crucial for the long-lasting success on the modern market. The research findings will contribute to both by providing companies with valuable insights and helping them to form better marketing strategies and to more precisely adjust their existing ones for the Russian market. Thus it can be concluded that this research paper will not only close some of the existing research gaps, but will also contribute to addressing the challenges of the modern world.

Apart from managerial implications the attention to the academic significance of the work needs to be driven. Further directions of the research are also to be identified. What is more, recommendations on possible areas to explore are to be given.

4. FINDINGS

In this chapter the statistical analysis is to be carried out in order to look into the data collected with the help of the online surveys. First of all, the sample is cleared of unsuitable data and described. Secondly, the tests are run to ensure that the sample meets the necessary assumptions and is suitable for the types of statistical analysis that are to be carried out. Also Cronbach's alpha is used in order to estimate the reliability of the brand image scale and three scales dedicated to exploring different components of country image.

The next parts are used for testing hypotheses and analyzing the results of the study. Importance of different factors for the choice of new skincare products is analyzed with the help of t-test. Answers from rotating options (each of which has been answered approximately equal number of times) are summed up by the respective countries, then paired t-test is used for the country of origin effect and purchase decisions, as well as brand image perception features. Finally, regression analysis is carried out in order to determine some certain significant connections (or the lack of those) between the country of origin image components and country of origin effect. SPSS tools are used for all of the calculations and Excel is used for building graphs.

4.1. Sample description

The survey was conducted in the second part of March 2020. In total there have been 273 responses collected. First of all, out of all respondents those who did not fit the desired respondent group are eliminated. There are 4 people who are not users of cosmetics products, 3 males, 11 people who currently do not live in Russia, 7 people who do not meet the education requirements, 21 people with low income and 1 person who is not in the target age group. This leaves 226 respondents' answers that are suitable for analysis.

All respondents left are female millennials from Russia with average of higher income and high education and are consumers of skincare. They mostly belong to younger part of millennial generation.

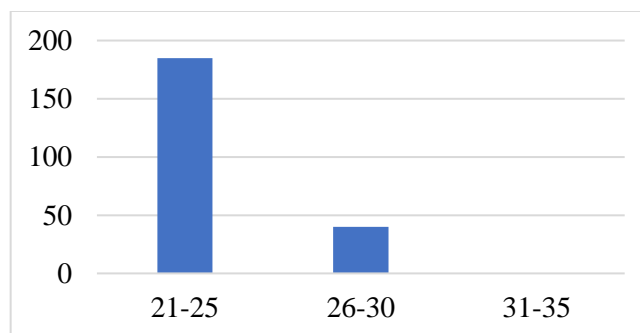


Figure 9 Distribution by age

As for the education, most of them has a finished bachelor degree as a highest obtained degree, or is in process of obtaining a master one. Some of the respondents have specialist degree, which implies five years of studying and is nowadays rarely used in Russia. Master is the highest level of education among them, as no one has reported obtaining or having PhD or other higher programs.

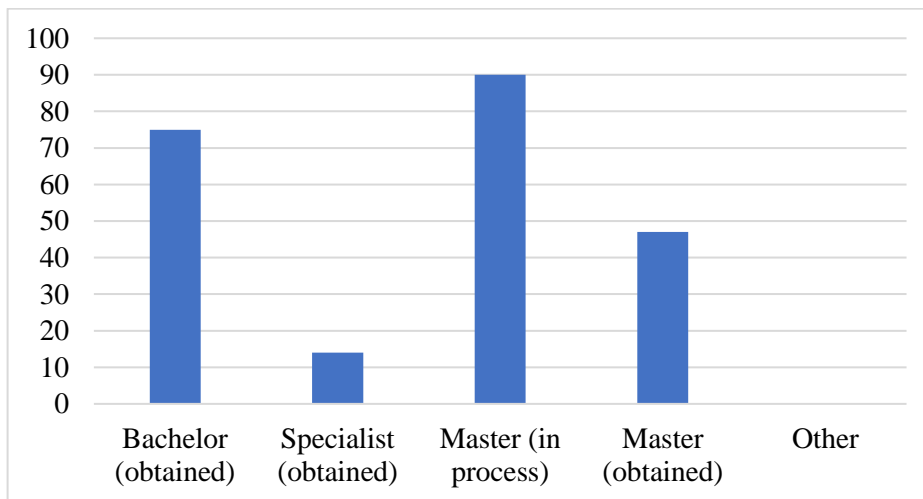


Figure 10 Distribution by the level of education

Those respondents who have marked first two options («not enough money even for the food» and «enough money for the food, but purchase of clothes is problematic») in question about their income have been removed. No one has marked the last option («able to buy a car or a house»). Therefore, residing respondents can be described as having average or higher than average income.

In terms of cities, most of respondents come from Saint Petersburg and Moscow. Other cities include Rostov-on-Don, Krasnodar, Kazan, Voronez, Ekaterinburg and others, in total 19 different cities from various parts of the country.

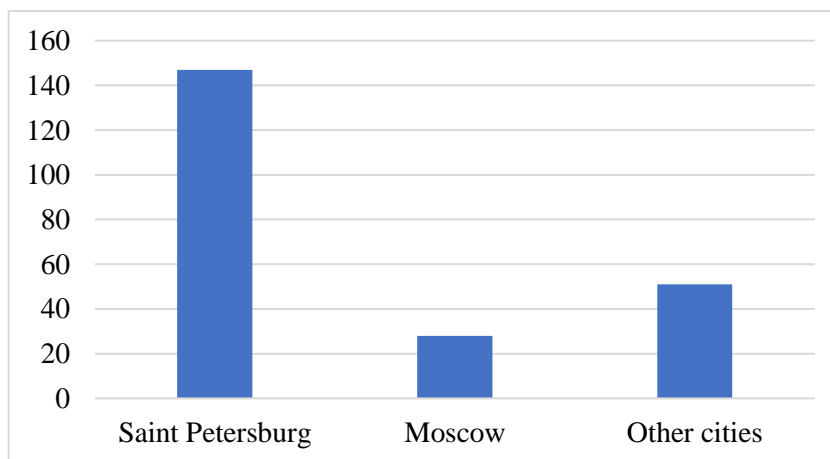


Figure 11 Distribution by the city

4.2. Preliminary tests

In order to make sure that further statistical analysis is correct and the results are valid, the data needs to be checked on whether it meets certain assumptions for one-sample t-tests and paired t-tests as well as for multiple regression. First of all, the check for outliers was run, and none were found. Dependent and independent variables are measured on appropriate scale. Questionnaire could be filled in only once from one Google account, so it is assumed that all observations are independent. The data for dependent variables is approximately normally distributed, checked with Shapiro-Wilk test and normal Q-Q plots. As for the paired t-tests, there exist two pairs, there are no significant outliers in the differences between them and the differences themselves are approximately normally distributed. Assumptions for regression are also met: there are independent variables, residuals are approximately normally distributed, no multicollinearity, there is homoscedasticity, linear relationship between dependent and independent variables exists.

In order to ensure the quality and reliability of brand image and country origin image parts of the survey the Cronbach's alpha is used. Also correlation tables are looked at. Brand image is measured with the help of one scale, while country image has three of them that reflect various parts of the construct: cognitive component, affective component and product-country image.

First of all, brand image scale is analyzed. The Cronbach's alpha for it is 0,717. This is an acceptable value, as it is higher than 0,7, which is recommended by experts. Variables show low to moderate correlation. None of the questions should be removed, as the value of Cronbach's alpha would then be lower. Overall it means that the scale is reliable.

	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Expensive	,416	,690
Efficient	,400	,693
Of good design	,449	,679
Pleasant to use	,502	,667
Fashionable	,518	,657
Prestigious	,428	,687

Figure 12 Reliability tests for the brand image scale

First set of variables measuring country image is for the cognitive component. The Cronbach's alpha for it is equal to 0,816, which shows the presence of a high level of internal consistency. It is also significantly above the minimum of 0,7, which is recommended by experts, and proves that these questions are rather reliable in measuring the construct of cognitive country

image. The questions show moderate correlation. Cronbach's alpha is lower when any of items is deleted. All of the above proves that the scale is good and can be used for the research.

	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Korea is a rich country	,660	,760
Kore is an economically developed country	,707	,739
Korea is a country with high living standards	,630	,774
Korea is a country with advanced technology	,568	,800

Figure 13 Reliability tests for the cognitive country image scale

Secondly, variables for the affective component are studied. The Cronbach's alpha for it is also equal to 0,816, which as well shows the presence of a high level of internal consistency. The questions mostly show moderate correlation and Cronbach's alpha is also lower when any of items is deleted.

	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Korea is an attractive country	,621	,776
Korea is a country with an interesting culture	,540	,810
Korea is a friendly country	,664	,756
Kore is a nice county	,725	,724

Figure 14 Reliability tests for the affective country image scale

Lastly, the product-country component is looked at. The Cronbach's alpha equals to 0,767, which stands for the high level of internal consistency. It is also significantly above the recommended minimum. The questions also demonstrate various positive correlation moderate correlation. Cronbach's alpha is lower when any of items is deleted.

	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Korean goods are of a good quality	,676	,676
Korean products have a global presence	,464	,757
Korean products are reliable	,660	,679
Korean products are efficient	,648	,687

Korean products are of good design	,478	,758
------------------------------------	------	------

Figure 15 Reliability tests for the country-product country image scale

Therefore, it can be concluded that the all questions of the survey part dedicated to country image measure the concept correctly. The Cronbach's alpha is larger than 0,7 and none of the questions should be eliminated. All of the above proves that the scales are reliable and can be used for the exploratory research.

4.3. Analysis of factors influencing purchase decision

In order to find out which factors influence new skincare purchase decisions of Russian female millennials, statistical calculations regarding first part of the survey are carried out. The question in the survey listed several factors that might be taken into consideration, such as price, country of origin, design, ingredients, smell/color/consistency, reviews from friends and relatives, reviews from unknown people (e.g. ones from the review websites), brand advertisement. Importance of the each of them is marked on the Likert scale ranging from «not important at all» (1 point) to «extremely important» (7 points).

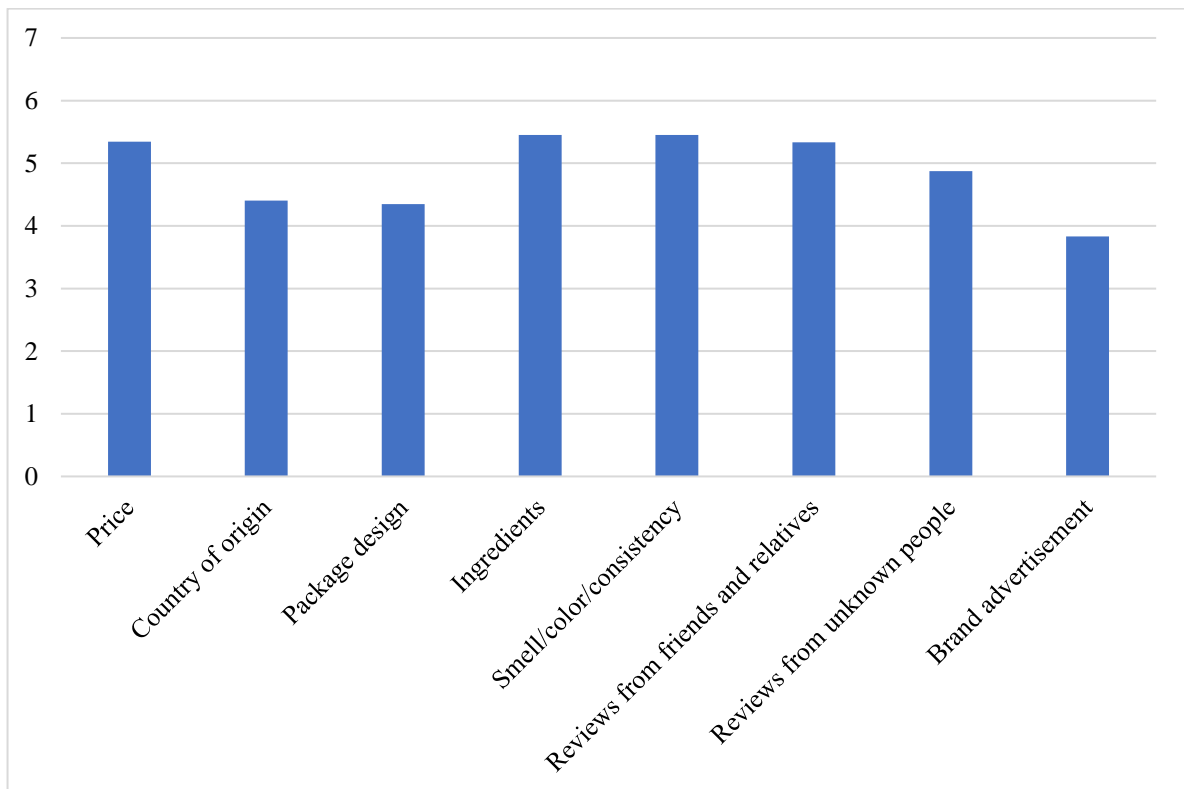


Figure 16 The mean scores of the factors taken into consideration when shopping for new skincare product

From the look at the mean scores it seems like no particular factor has a specifically high influence on the purchase decision. It seems as the price, ingredients, smell/color/consistency and

reviews from friends and relatives are in comparison the most important, and country of origin, package design and brand advertisement have the least influence. One-sample t-tests are run in order to compare the means of the factors to the numbers of the scale representing different levels of importance. Below is the table composed of various tests. It sums up the data that is received from the tests run and only includes results that show statistically insignificant ($p > 0,05$) difference from the test value, making it match the certain level of importance on the scale.

	Test value	Verbal description	Mean	Std. Dev.	Std. Error Mean	t	df	Sig. (2-tailed)
Ingredients	5,5	Between «Somewhat important» and «Important»	5,45	1,143	,076	-,640	225	,523
Smell/color/consistency	5,5	Between «Somewhat important» and «Important»	5,45	1,158	,077	-,632	225	,528
Price	5,5	Between «Somewhat important» and «Important»	5,38	1,264	,077	-1,799	225	,057
Reviews from friends and relatives	5,5	Between «Somewhat important» and «Important»	5,34	1,380	,092	-1,784	225	,076
Reviews from unknown people	5	«Somewhat important»	4,88	1,314	,087	-1,417	225	,158
Country of origin	4,5	Between «Neither important nor unimportant» and «Somewhat important»	4,40	1,334	,089	-1,097	225	,274
Package design	4,5	Between «Neither important nor unimportant» and «Somewhat important»	4,35	1,315	,087	-1,770	225	,078
Brand advertisement	4	«Neither important nor unimportant»	3,83	1,481	,099	-1,707	225	,089

Figure 17 Results of t-tests showing importance of the factors taken into consideration when shopping for new skincare product in descending order

From the statistical output it can be seen that no particular factor has a strong influence on the purchase decision of Russian millennial women. The factors that have the most importance are the price, ingredients, smell/color/consistency and reviews from friends and relatives, just as

suggested in the beginning of the paragraph. This information can be used later for the managerial implications.

As for the country of origin, it has little importance for the purchase decision and is not actively considered. This means that the first hypothesis, «Country of origin as a factor influencing purchase decisions has a high importance in comparison with other factors», is not confirmed. This contradicts the business statistics on Korean skincare, for example; on the other hand, it might mean that this factor is not considered consciously, but influences the decision through bias influencing the perceptions of other parameters, such as price or quality of the ingredients. This is checked in the next paragraphs.

4.4. Analysis of brand image perception

There were three brands invented for the research – Russian (Птичка, or «Ptichka»), Korean («큰 새 (Keun Sae)») and French («L'oiseau Bleu»). The results of three rotating options (each of which has approximately 1/3 of all answers, as planned) were summed up and added to the respective countries. The means are calculated and are to be compared. The figure below pictures the means for all three brands on a scale from 1 («completely disagree with characteristic») to 7 («completely agree with characteristic»).

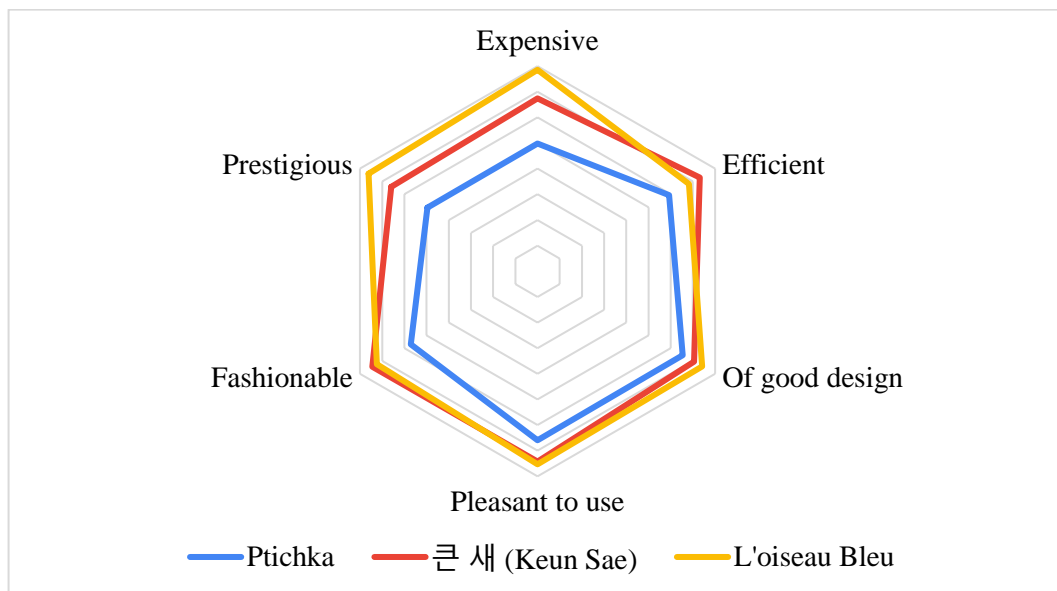


Figure 18 Means of various aspects of brand images of brands from different countries

From the comparison of means it can be concluded that Korean products are perceived as the most efficient and fashionable. They are also viewed as more expensive compared to domestic products, but cheaper than French ones. In general, it seems as if foreign skincare is perceived better than Russian cosmetics. Paired samples t-tests (as people who assessed Korean skincare are

the same people who gave estimations to brands from other countries) are run in order to check whether these differences are statistically significant.

	Mean	Std Deviation	Cohen's D	Std Error Mean	t	df	Sig. (2-tailed)
Korean – Russian (expensive)	,881	1,292	0,681889	,086	10,243	225	,000
Korean – Russian (efficient)	,690	1,080	0,638889	,072	9,611	225	,000
Korean – Russian (of good design)	,257	1,114	0,2307	,074	3,464	225	,001
Korean – Russian (pleasant to use)	,416	,991	0,419778	,066	6,311	225	,000
Korean – Russian (fashionable)	,867	1,337	0,648467	,089	9,754	225	,000
Korean – Russian (prestigious)	,819	1,188	0,689394	,079	10,358	225	,000

Figure 19 Comparison of various aspects of Korean and Russian brand images

As can be seen from the statistical output, Korean skincare is definitely perceived better than domestic products, as all of the characteristics have statistically significant better score. It is seen as more efficient and it also has much higher score on the parameters that represent the symbolic benefits of brand image, such as trendiness and prestige. This overall fits the findings of previous researches that state that younger and more educated people tend to have lower scores of ethnocentrism. The only parameter that can be estimated as more negative one is the price.

	Mean	Std Deviation	Cohen's D	Std Error Mean	t	df	Sig. (2-tailed)
Korean – French (expensive)	-,558	1,150	-0,48522	,077	-7,286	225	,000
Korean – French (efficient)	,248	,910	0,272527	,061	4,096	225	,000
Korean – French (of good design)	-,181	,942	-0,19214	,063	-2,896	225	,004
Korean – French (pleasant to use)	-,053	,746	-0,07105	,050	-1,069	225	,286
Korean – French (fashionable)	,102	1,259	0,081017	,084	1,215	225	,226
Korean – French (prestigious)	-,509	1,341	-0,37957	,089	-5,705	225	,000

Figure 20 Comparison of various aspects of Korean and Russian brand images

When it comes to comparison with French products, not all differences show statistical significance. Korean skincare is seen as fashionable and pleasant to use as French one, as well as more efficient. It is also less expensive. On the other hand, it is perceived as less prestigious and having a slightly worse design.

So overall it can be concluded that there is definitely a strong country of origin effect present on the Russian skincare market. Korean skincare is perceived differently, and hypothesis 2, «Information on Korea as a country of origin has a significant positive influence on brand image perception», is therefore partly confirmed. Korean cosmetics is viewed as more efficient than its two main competitors. It also has such benefits of foreign origin as being viewed as fashionable and pleasant to use. While scored more expensive than Russian skincare, it is at the same time estimated as less expensive than French. To sum up, Korean skincare is thought to have both functional, symbolic and experiential benefits of foreign origin, while being less expensive than the foreign counterparts. If all of this truly results in higher purchase intentions, it can be used in development of the marketing recommendations.

4.5. Analysis of purchase intentions

It is now time to analyze purchase intentions, which were estimated according to 5-point Likert scale. The results of rotating options are also summed up. Then the means are calculated and compared.

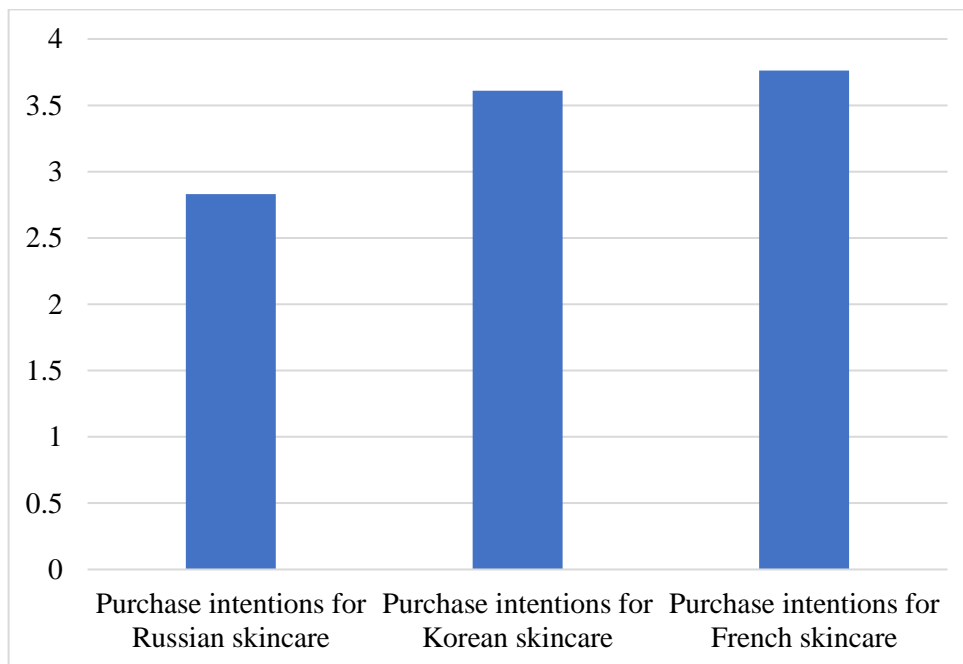


Figure 21 Purchase intentions of Russian, Korean and French skincare brands

According to graph above, Korean skincare has higher purchase score than Russian, but lower than French products. Overall logically it fits the results from previous paragraphs. In order to check the statistical significance, the paired samples t-tests are run.

	Mean	Std Deviation	Std Error Mean	t	df	Sig. (2-tailed)
I would buy 큰 새 (Keun Sae) - I would buy Ptichka	,774	1,378	,092	8,445	225	,000
I would buy 큰 새 (Keun Sae) - I would buy L'oiseau Bleu	-,150	1,073	,071	-2,108	225	,036

Figure 22 Comparison of purchase intentions of Korean and Russian and French brands

Both differences are statistically significant. People demonstrate much higher purchase intention for Korean brand when compared to Russian, but slightly lower when compared to French. Theoretically, it makes sense, as French brand has received equal or higher scores on all parameters of brand image than Korean. Overall it can be said that the third hypothesis, «Information on Korea as a country of origin has a significant positive influence on purchase intentions», has been confirmed. Now it is time to find out whether certain aspects of country image have such an influence on country of origin effect.

4.6. Country image analysis

In order to understand the influence of country image on country of origin effect the multiple regression analysis is run. The country of origin effect which can be seen in comparison with other countries is identified in several independent variables. Korean brand's brand perception or purchase intentions variables that are equal to those of their competitors or have received higher estimations are to be set as dependent variables. They include purchase intentions and such parts of brand image as efficiency (higher than both counterparts' values), trendiness and pleasure to use (higher than one, equal to other counterpart's values). All four will be used as dependent variables in the model, while the variables that stand for country image statements will be used as independent ones.

First one is purchase intentions analysis. Model has R and R square equal to 0,610 and 0,372 respectively, which stands for fine level of prediction, and its ANOVA analysis demonstrates statistical significance.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,106	,479		-,221	,825
	Korea is a rich country	-,054	,091	-,046	-,595	,552
	Korea is an economically developed country	-,149	,110	-,107	-1,352	,178
	Korea is a country with high living standards	,033	,096	,027	,343	,732
	Korea is a country with advanced technology	,354	,116	,234	3,065	,002
	Korea is an attractive country	,054	,097	,046	,561	,576
	Korea is a country with an interesting culture	,065	,091	,051	,715	,475
	Korea is a friendly country	-,067	,101	-,053	-,662	,509
	Korea is a nice county	,060	,100	,053	,601	,548
	Korean goods are of a good quality	,430	,112	,334	3,836	,000
	Korean products have a global presence	-,063	,087	-,045	-,722	,471
	Korean products are reliable	-,200	,101	-,165	-1,989	,058
	Korean products are efficient	,296	,112	,226	2,639	,009
	Korean products are of good design	,195	,073	,175	2,686	,008

Figure 23 Influence of country image aspects on purchase intentions for Korean brand

Out of all independent variables only five add significantly to prediction (weak to moderate positive correlation). Those are:

- Korea is a country with advanced technology;
- Korean goods are of a good quality;
- Korean products are efficient;
- Korean products are of good design.

When insignificant variables are removed and the regression is run with independent variables above the coefficients do not change much and still indicate weak to moderate positive correlation.

Second country of origin effect to analyze is such feature of brand image as efficiency. The model that has efficiency as a dependent variable has R and R square equal to 0,551 and 0,304 respectively, which stands for suitable level of prediction. ANOVA analysis shows statistical significance.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1,591	,399		3,992	,000
	Korea is a rich country	-,035	,076	-,037	-,461	,645
	Korea is an economically developed country	,009	,092	,008	,102	,919
	Korea is a country with high living standards	-,116	,080	-,119	-1,453	,148
	Korea is a country with advanced technology	,058	,096	,048	,599	,550
	Korea is an attractive country	,007	,080	,008	,087	,931
	Korea is a country with an interesting culture	,032	,076	,031	,418	,676
	Korea is a friendly country	-,050	,084	-,050	-,596	,552
	Korea is a nice country	,043	,083	,048	,516	,607
	Korean goods are of a good quality	,156	,093	,153	1,670	,096
	Korean products have a global presence	-,096	,072	-,087	-1,334	,184
	Korean products are reliable	-,029	,084	-,030	-,341	,733
	Korean products are efficient	,399	,093	,386	4,287	,000
	Korean products are of good design	,176	,060	,199	2,906	,004

Figure 24 Influence of country image aspects on perceived efficiency of Korean brand

Out of all independent variables reflecting various country image parameters only two add significantly to prediction (weak and moderate positive correlation), and those are the following variables:

- Korean products are efficient;

- Korean products are of good design.

When insignificant variables are removed and the regression is run with «Korean products are efficient» and «Korean products are of good design» variables the coefficients show moderate and low positive correlation respectively.

Next for the analysis is trendiness («fashionable» as in product description). ANOVA demonstrates that the model is significant, R is equal to 0,491 and R square is equal to 0,242, which overall is suitable.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,769	,487		5,689	,000
	Korea is a rich country	-,124	,093	-,116	-1,338	,182
	Korea is an economically developed country	-,151	,112	-,121	-1,345	,180
	Korea is a country with high living standards	,094	,097	,086	,966	,335
	Korea is a country with advanced technology	,207	,117	,153	1,762	,039
	Korea is an attractive country	,270	,098	,257	2,747	,370
	Korea is a country with an interesting culture	-,092	,093	-,080	-,992	,322
	Korea is a friendly country	-,174	,102	-,155	-1,702	,190
	Korea is a nice county	,032	,102	,031	,314	,754
	Korean goods are of a good quality	,131	,114	,113	1,147	,253
	Korean products have a global presence	-,279	,088	-,223	-3,157	,202
	Korean products are reliable	,091	,102	,084	,890	,375
	Korean products are efficient	,209	,114	,178	1,840	,067
	Korean products are of good design	,258	,074	-,058	-,792	,029

Figure 25 Influence of country image aspects on perceived trendiness of Korean brand

Independent variables that have low positive correlation and add significantly to the prediction are:

- Korean products are of good design;
- Korea is a country with advanced technology.

After the test including only variables above as independent ones is run, it turns out that new coefficients don not indicate much change in the strength of correlation, as it still stays weak.

Last country of origin effect to run through the multiple regression analysis is pleasure to use. The model has R and R square equal to 0,650 and 0,423 respectively, which stands for fine level of prediction. ANOVA analysis shows statistical significance.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,583	,331		1,762	,080
	Korea is a rich country	-,036	,063	-,042	-,578	,564
	Korea is an economically developed country	,095	,076	,095	1,251	,212
	Korea is a country with high living standards	,177	,066	,201	2,684	,008
	Korea is a country with advanced technology	-,019	,080	-,017	-,239	,811
	Korea is an attractive country	-,088	,067	-,104	-1,319	,189
	Korea is a country with an interesting culture	-,065	,063	-,070	-1,036	,301
	Korea is a friendly country	-,123	,070	-,136	-1,769	,078
	Korea is a nice country	,125	,069	,151	1,806	,072
	Korean goods are of a good quality	,003	,077	,003	,039	,969
	Korean products have a global presence	,267	,060	,265	4,446	,000
	Korean products are reliable	,176	,069	,201	2,531	,012
	Korean products are efficient	,113	,077	,120	1,460	,146
	Korean products are of good design	,190	,050	,236	3,789	,000

Figure 26 Influence of country image aspects on perceived pleasure of usage of Korean brand

Out of all independent variables reflecting various country image parameters four add significantly to prediction (weak positive correlation). Those are:

- Korea is a country with high living standards;
- Korean products have a global presence;
- Korean products are reliable;
- Korean products are of good design.

After the removal of insignificant variables and obtainment of new regression model the coefficients do not change much and still indicate weak positive correlation.

It can be concluded that the last hypotheses, «Affective, cognitive and product-country components of Korea's country image have significantly different influence on purchase intentions», has been confirmed. Affective part does not significantly contribute to the country of origin effect at all. The component of the country image that has the most influence is the product-country one. Those parts of the cognitive image that can add to the image of Korea as a producer of high quality goods, such as having advanced technology, also have weak positive influence on the effect.

To sum up, the statistical processing of data provides plenty of insights, as some of the initial hypotheses are declined and some are only partly confirmed. The outcomes need to be thought through. In the upcoming chapter the discussion of the obtained results is to be made.

5. DISCUSSION

In this part of the work the analysis is to be summed up and practical interpretation of the results is to be given. Both theoretical and practical contributions are to be discussed. What is more, limitations and future research directions are to be indicated.

The practical recommendations are to be developed with the previously obtained market data taken into consideration. Moreover, peculiarities of the target group, millennials, discussed in the second chapter are also to be taken into account. This would allow to provide better recommendations that could actually be implemented by businesses.

5.1. Results summary

The processing of the survey data resulted in following outcomes regarding the hypotheses:

Hypothesis	Results
H1: Country of origin as a factor influencing purchase decisions has a high importance in comparison with other factors.	Not confirmed
H2: Information on Korea as a country of origin has a significant positive influence on brand image perception.	Partly confirmed
H3: Information on Korea as a country of origin has a significant positive influence on purchase intentions.	Confirmed
H4: Affective, cognitive and product-country components of Korea's country image have significantly different influence on purchase intentions.	Confirmed

Figure 27 Results of hypotheses testing

From the statistical output in the previous paragraph it can be seen that the factors that have the most importance for Russian millennial women when they are shopping are the price, ingredients, smell/color/consistency and reviews from friends and relatives. As for the country of origin, it has little importance for the purchase decision and is not actively considered. But although this factor is not considered consciously when choosing a new skincare, it seems to impact the decision making process through bias influencing the perceptions of other parameters, which is proven by the other tests.

Korean skincare is perceived better than domestic products, as all of the characteristics have statistically significant better score. It also significantly exceeds its main foreign competitor, France, in efficiency characteristic. In general, it seems as if Korean products seem to have some of the benefits of a foreign product, such as efficiency, trendiness and nice usage experience while being perceived as not that expensive, which is good for somewhat price-sensitive Russian consumers. It also seems as if educated Russian millennial women tend to prefer the foreign cosmetic products to domestic ones. This overall fits the findings of previous researches that state that younger and more educated people tend to have lower scores of ethnocentrism.

This naturally results in consumers demonstrating much higher purchase intention for Korean brand when compared to Russian, but slightly lower when compared to French, which is perceived to have more benefits in total. This leads to the thought that chosen target group is rather logical when making a purchase decision. It can also be proven by the fact that affective component of the country image (one concerning emotions and feelings) does not significantly contribute to the country of origin effect at all. Variables that have the most influence on the effect are about the country having advanced technology, producing goods of good design, quality and efficiency. Therefore, it can be concluded that the component of the country image that has the most influence is the product-country one. Those parts of the cognitive image that can add to the image of Korea as a producer of high quality goods also have positive impact on the effect.

5.2. Managerial implications

Overall it can be concluded that there is definitely a strong country of origin effect present on the Russian skincare market. Korean skincare is thought to have both functional, symbolic and experiential benefits of foreign origin, while being less expensive than the foreign counterparts. This results in the interest to the products from the side of somewhat rational target group and rise of purchase intentions. Therefore, it means that if the sellers and producers want to appeal to educated Russian millennial women, then Korea as a country of origin needs to be communicated actively to the consumers and its perceived benefits should be used for differentiation and communicated as an advantages.

The problem with communication of country of origin is that Korean brands often do not have the design features or names that carry obvious cue on the country of origin and, on contrary, often seem misleading (A'Pieu, Dermatory, Neogen, Helloskin, Mediheal to name a few). As Russian female millennials do not consider country of origin a significant factor, they might not look for the «Made In» label on the packaging. This means that the country of origin needs to be communicated more actively by the distributor: for example, bright noticeable captions on the

websites or even separate sections can be used. As already mentioned in the second chapter, most of the cosmetics sales are made through drogeries, hypermarkets and supermarkets (Тренды российского beauty-рынка: продажи, рост e-commerce и персонализация [Trends in the Russian beauty market: sales, e-commerce growth and personalization] 2018). These formats can use separate shelves for Korean cosmetics and some distinctive decorative/promotion features, such as bright stickers or noticeable labels «Korean cosmetics» on the stands.

As for the producers of Korean skincare, they might consider using stickers or labels «Korean cosmetics» put on the packaging of the goods that are to be exported to Russia. One interesting effect of the popularity of this country's cosmetics is that in Russia there exist fake Korean products or even whole brands. It might be useful for Korean producers to create a distinctive quality label to put on the packaging, that would prove that the skincare was originally made in Korea and is not fake.

As for the brand and country image, people have certain bias about the country and it can be used in the promotion of the products. Korea is mostly viewed as the country with advanced technologies and as a producer of efficient and well-designed goods. This influences the brand image perception: Korean brands appear to people as efficient, pleasant to use and somewhat trendy.

This means that the advertisement campaigns should be created in accordance with these perceptions. They can underline the modernity, high efficiency and scientific research that stand behind the products from the highly developed country. The visual style, slogans and descriptions should contribute to the overall image.



Figure 28 Example of suggested type of advertising material that can appeal to target group (Laneige official site 2020)

On the other hand, it probably makes little sense to try to appeal to the feelings of the target group, making the advertisements less informative and more sensual and underlying the cultural specifics of the country, as affective part of the image does not influence the brand perception or purchase intentions at all. What is more, as already mentioned, this specific target group seems to be more rational when making a decision to purchase skincare, so clear communication of benefits should appeal to them more. Above and below there are two pictures of advertising of different styles. The first one suits the perception of Korean skincare by Russian millennial women more than the second one and is therefore likely to be more efficient.



Figure 29 Example of the type of advertising that might not be efficient for the target group (The Face Shop official site 2020)

Other things that can be underlined by the advertising campaigns that might appeal to millennials in particular according to their customer profile is emphasis on health and self-care (Antsiperova 2019). Since advanced healthy life style and attention to one's needs is trending among the target group, Korean skincare brands can also use their perceived benefits of being efficient and pleasant to use as parts of marketing communication that would appeal to Russian millennials.

5.3. Limitations and future research directions

As for the future research and limitations, the findings of the following research can be complemented by the studies of other age, gender, income or education groups. The paper also does not refer to skincare as luxury good, although segment of luxury skincare exists, and country of origin effect found in this work should not be extrapolated on it, as low- and high-involvement

goods might seriously differ in this respect (Melnik 2012). Also the factor of time should be remembered, as country of origin effect tends to change over the years (Papadopoulos 1988); in some time the results of this study are to become irrelevant and not considered as a guide for any managerial actions.

What is more, studies on other countries of origin might be made. For example, other Asian countries, such as Japan, are gradually earning popularity, which can be seen from growing trends in search results (Wordsat search results 2020). It might be valuable to explore the future trend and to understand how to differentiate Japanese brands from already popular Korean ones.

To sum up, there are various ways to enrich the findings made in this paper. This research provides both theoretical and practical contribution by making it possible to develop advice on marketing strategies regarding Korean skincare. Study of educated Russian female millennials resulted in plenty of insights valuable for business; other researches can as well contribute to it.

CONCLUSION

This research investigates the influence of Korea as a skincare brand's country of origin information on brand image perception and purchase intentions among Russian consumers, as well as examines the impact of Korean country image components on country of origin effect. The subject and the object are the country of origin effect of Korea on the Russian skincare market and preferences, perceptions and purchase intentions of the Russian female millennials with an average or above average income and higher education as well as country image components respectively.

Review of scientific and business documents was carried out in order to justify the research gap, formulate the research questions and hypotheses, choose a consumer segment most suitable for analysis as well as to understand the means of analyzing the phenomenon and to create the appropriate survey. It was concluded that no research regarding country of origin effect on Russian cosmetics or, more specifically, skincare market has been made, moreover the study of the specific customer segment, which proved the existence of the research gap.

The choice of the research object was backed with several compelling reasons from the business point of view as well. First of all, there exists a peculiar phenomenon of the popularity of Korean skincare on the Russian market. The strong country of origin effect made it a good object for exploring the application of theoretical concept. Secondly, the cosmetics and in particular skincare market has a good prospect, as it keeps developing and growing at stable rates. At the same time the market has a rather high competition, to which different factors like globalization are contributing to. What is more, brands on self-care market are often exposed to brand cannibalism. All of these factors make it especially important to form a proper marketing strategy, which is impossible without deep understanding of the trends and concepts behind it. Moreover, millennials, the target group for the research, made a rather suitable choice for studying consumer perceptions, as they are the trendsetters and one of the most powerful consumer groups at the moment. Therefore, the choice of this study topic was also justified from a business side.

Online survey was run and the obtained suitable data of 226 answers was statistically processed with the help of such statistical tools as one-sample t-tests, paired t-tests and multiple regression. The results demonstrated that though respondents do not consider country of origin an important factor for choosing skincare, information on Korea as a country of origin has a significant positive influence on purchase intentions and some aspects of brand image, such as perceived efficiency, pleasure to use and trendiness. Good image of Korea as a producer of goods and overall view of the country as a technologically advanced one contribute to the effect.

Based on the results recommendations on various aspects of marketing strategy, such as promotion and placement, were provided. To sum up, this study, on the one hand, offered new insights on the rather peculiar market phenomenon with the help of the theoretical concepts. On the other hand, this work not only contributed to country of origin and country image concepts, but also allowed to provide useful insights for business.

REFERENCES

1. Ahmed, Zbib, Wooldridge, Benlian. 2010. "Purchase of global shampoo brands and the impact of country of origin on Lebanese consumers." *Journal of Product & Brand Management* 19 (4): 261-275.
2. Akhtar, Qurat-ul-ain, Siddiqi, Ashraf, Latif. 2016. "Impact of a brand equity on consumer purchase decision in L'Oreal skincare products." *International Review of Management and Business Research* 5 (3): 808-816.
3. Antsiperova, Chuvashova. 2019. "Что хочет женщина: как изменилась индустрия красоты в 2019 году [What a woman wants: how the beauty industry has changed in 2019]." *Forbes site*. Accessed March 13, 2020. <https://www.forbes.ru/forbeslife/381529-cto-hochet-zhenshchina-kak-izmenilas-industriya-krasoty-v-2019-godu>.
4. Association, American Marketing. n.d. "Brand definition." *American Marketing Association site*. Accessed May 23, 2019. <https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=B>.
5. Baker, Ballington. 2002. "Country of origin as a source of competitive advantage." *Journal of Strategic Marketing* 10 (2): 157-168.
6. Baran. 2018. "Characteristics of cosmetics brands by country of origin according to the opinion of Polish consumers." *Journal of Management & Business Administration. Central Europe* 26 (3): 2-13.
7. Barnes. 2019. "Management perspectives on country of origin." *Journal of Fashion Marketing and Management* 2: 230-244.
8. 2018. "Beauty and Personal Care: Quarterly Statement Q1 2018." *Euromonitor International site*. Accessed May 29, 2019. <https://www.euromonitor.com/beauty-and-personal-care-quarterly-statement-q1-2018/report>.
9. Bennett. 1988. "Brand definition." In *Dictionary of Marketing Terms*, 18. Chicago: The American Marketing Association.
10. Buaman, Phuengsuktechasit. 2011. "Influence of country of origin on Thai consumer attitude and purchase intention toward skincare products." *Master thesis* (School of Sustainable Development of Society and Technology).
11. Buhmann. 2016. *Measuring country image*. VS Verlag für Sozialwissenschaften.
12. 2009. "Cannibalisation." *The Economist site*. Accessed March 20, 2020. <https://www.economist.com/news/2009/08/17/cannibalisation>.
13. Chasin, Jaffe. 1979. "Industrial buyer attitudes towards goods made in eastern Europe." *Columbia Journal of World Business* 14: 74-81.
14. d'Astous, Boujbel. 2007. "Positioning countries on personality dimensions: scale development and implications for country marketing." *J Bus Res* 60: 231-239.
15. Dekhili, Achabou. 2014. "Towards greater understanding of ecolabel effects: the role of country of origin." *Journal of Applied Business Research* 30 (2): 433-438.

16. Dichter. 1962. "The world customer." *Harvard Business Review* 40 (4): 113-122.
17. Dobni, Zinkhan. 1990. "In search of brand Image: a foundation analysis." *Advances in Consumer Research* 110-119.
18. Domnin, Starov. 2017. "Эволюция ключевых концепций бренд-менеджмента [The evolution of key brand management concepts]." *Bulletin of St. Petersburg State University. Management* 16 (1): 5-32.
19. Dornoff, Tankersley, White. 1974. "Consumers' perceptions of imports." *Akron Business and Economic Review* 5: 26-29.
20. Gapper. 2018. "How millennials became the world's most powerful consumers." *Financial Times site*. Accessed January 25, 2019. <https://www.goldmansachs.com/insights/archive/millennials>.
21. Gardner, Levy. 1955. "The product and the brand." *Harvard Business Review* 33: 33-39.
22. Han. 1989. "Country image: halo or summary construct?" *Journal of Marketing Research* 26: 222-229.
23. Häubl. 1996. "A cross-national investigation of the effects of country of origin and brand name on the evaluation of a new car." *International Marketing Review* 13 (5): 76-97.
24. Heine, Atwal, He. 2018. "Managing country-of-origin affiliations for luxury brand-building in China." *Australasian Marketing Journal* 27 (1): 14-23.
25. Herz, Diamantopoulos. 2013. "Activation of country stereotypes: automaticity, consonance, and impact." *Journal of the Academy of Marketing Science* 41 (4): 400-417.
26. Hong, Toner. 1989. "Are there gender differences in the use of country-of-origin information in the evaluation of products?" *Advances in Consumer Research* 16 (1): 468-472.
27. Hsu, Chang, Yansritakul. 2017. "Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity." *Journal of Retailing and Consumer Services* 34: 145-152.
28. Keerthi. 2018. "Influence of digital marketing on consumer purchase behavior." *International Journal of Trend in Scientific Research and Development* 3 (1): 836-839.
29. Kirmani, Zeithaml. 1991. "Advertising, perceived quality, and brand image." Chap. 10 in *Brand equity and advertising: advertising's role in building strong brands*, by Alexander Aaker, 143-161. Hillsdale: Laurence Erlbaum Associates.
30. Koschate-Fischer, Diamantopoulos, Oldenkotte. 2012. "Are consumers really willing to pay more for a favorable country image? A study of country-of-origin effects on willingness to pay." *Journal of International Marketing* 20 (1): 19-41.
31. Kudevičiūtė, Chau. 2017. "Beauty made in China. Country of origin effect on consumers' attitudes towards Chinese cosmetics." *Master thesis* (Jönköping International Business School).
32. Kuzmenkova. 2019. "Исследование. Косметический рынок России: портрет потребителя [Study. Russian cosmetic market: consumer portrait]." *VC.ru site*. Accessed

- June 18, 2019. <https://vc.ru/marketing/81888-issledovanie-kosmeticheskij-rynok-rossii-portret-potrebitelya>.
33. 2020. *Laneige official site*. Accessed April 16, 2020. <https://www.laneige.com/kr/ko/>.
 34. Lin, Kao. 2004. "The impacts of country-of-origin on brand equity." *Journal of American Academy of Business* 37-40.
 35. Medina, Duffy. 1998. "Standardization vs. globalization: a new perspective of brand strategies." *Journal of Product and Brand Management* 7 (3): 223-243.
 36. Melnik, Klein, Völckner. 2012. "The double-edged sword of foreign brand names for companies from emerging countries." *Journal of Marketing* 76 (6): 21-37.
 37. 2018. "Millennials." *Pew Research Center site*. Accessed January 24, 2020. <https://www.pewresearch.org/topics/millennials/>.
 38. 2013. "Millennials. Coming of age." *Goldman Sachs site*. Accessed October 18, 2019. <https://www.goldmansachs.com/insights/archive/millennials/>.
 39. Mittelstaedt, Hopkins, Raymond, Duke. 2004. "Perceived differences among countries: understanding relative perceptions." *International consumer marketing* 17 (1): 7-31.
 40. Nagashima. 1970. "A comparison of Japanese and US attitudes towards foreign products." *Journal of Marketing* 34 (1): 68-74.
 41. Ngoc. 2013. "Understanding the relationship between country of origin image and brand equity. Case of cosmetic brands in Ho Chi Minh City." *International Proceedings of Economics Development & Research* 78: 12-16.
 42. Orth, Ulrich, Firbasova. 2003. "The role of consumer ethnocentrism in food product evaluation." *Agribusiness* 19 (1): 137-146.
 43. Papadopoulos, Marshall, Heslop. 1988. "Strategic implications of product and country images: a modeling approach." *Marketing Productivity. European Society for Opinion and Marketing Research* 69-90.
 44. Parameswaran, Pisharodi. 1994. "Facets of country of origin image: an empirical assessment." *Journal of Advertising* 23 (1): 43-56.
 45. Park, Jaworski, MacInnis. 1986. "Strategic brand concept-image management." *Journal of Marketing* 50: 135-145.
 46. Peterson, Jolibert. 1995. "A metaanalysis of country-of-origin effects." *Journal of International Business Studies* 26 (4): 83-101.
 47. Pharr. 2005. "Synthesizing country-of-origin research from the last decade: Is the concept still salient in an era of global brands?" *Journal of Marketing Theory and Practice* 13 (4): 34-45.
 48. 2020. "Podrygka." *Podrygka site*. Accessed March 14, 2020. <https://www.podrygka.ru/>.
 49. Ravina. 2009. "Introduction: conceptualizing the Korean wave." *Southeast Review of Asian Studies* 31: 3-9.

50. Rebufet, Loussaief, Bacouel. 2015. "Does the country of origin matter for cosmetics? The "Made in France" argument." Chap. 4 in *Advertising confluence: transitioning marketing communications into social movements*, edited by Bacouël-Jentjens Arora, 45-60. New York: Palgrave Pivot.
51. Reshetnik. 2019. "Красота-2019: почему миллениалов больше не интересует внешний локс [Beauty-2019: why millennials are no longer interested in external gloss]." *Forbes site*. Accessed March 11, 2020. <https://www.forbes.ru/forbes-woman/383483-krasota-2019-pochemu-millennialov-bolshe-ne-interesuet-vneshniy-losk>.
52. Robert, Schooler. 1971. "Bias phenomena attendant to the marketing of foreign goods in the U.S." *Journal of International Business Studies* 71-80.
53. Roth, Diamantopulos. 2009. "Advancing the country image construct." *Journal of Business Research* 62: 726–740.
54. 2018. "Russia - Cosmetics and Perfumery." *The International Trade Administration site*. Accessed October 23, 2019. <http://apps.export.gov/article?id=Russia-Cosmetics>.
55. n.d. "Sample size calculator." *Creative Research Systems site*. Accessed March 15, 2020. <https://www.surveysystem.com/sscalc.htm>.
56. Schooler. 1965. "Product bias in the Central American common market." *Journal of Marketing Research* 2 (4): 394-397.
57. Solomon. 1983. "The role of products as social stimuli: a symbolic interactionist perspective." *Journal of Consumer Research* 10 (3): 319-329.
58. Tan, Farley. 1987. "The impact of cultural patterns on cognition and intention in Singapore." *Journal of Consumer Research* (13): 540.
59. 2020. *The Face Shop official site*. Accessed April 16, 2020. <http://www.thefaceshop.com/mall/index.jsp>.
60. 2018. "The Russian beauty market by the numbers." *Global Cosmetic Industry Magazine site*. Accessed June 04, 2019. <https://www.gcimagazine.com/marketstrends/regions/easterneurope/The-Russian-Beauty-Market-by-the-Numbers-499095741.html>.
61. 2017. "These 7 companies control almost every single beauty product you buy." *Insider Magazine site*. Accessed May 21, 2019. <https://www.insider.com/companies-beauty-brands-connected-2017-5>.
62. Tongberg. 1972. "An empirical study of relationships between dogmatism and consumer attitudes toward foreign products." *Unpublished doctoral dissertation* (The Pennsylvania State University).
63. Wang, Li, Barnes, Ahn. 2012. "Country image, product image and consumer purchase intention: Evidence from an emerging economy." *International Business Review* 21 (6): 1041–1051.
64. Watson, Wright. 2000. "Consumer ethnocentrism and attitudes toward domestic and foreign products." *European Journal of Marketing* 34: 1149-1166.

65. 2017. "Willingness to purchase." *Marketing Scales site*. Accessed February 16, 2020. <https://www.marketingscales.com/research/purchase-intention-6>.
66. Wood. 2000. "Brands and brand equity: definition and management." *Management Decision* 38 (9): 662-669.
67. 2020. "Wordsat search results." *Yandex Wordstat*. Accessed April 01, 2020. <https://wordstat.yandex.ru/#!/?words=%D0%BA%D0%BE%D1%80%D0%B5%D0%B9%D1%81%D0%BA%D0%B0%D1%8F%20%D0%BA%D0%BE%D1%81%D0%BC%D0%B5%D1%82%D0%B8%D0%BA%D0%B0>.
68. Xie, Chen, Zhang, Cui. 2018. "Neural correlates of country-of-origin image (COI) stereotype." *Neuroscience Letters* 687: 164-168.
69. Yaprak. 1978. "Formulating a multinational marketing strategy: a deductive cross-national consumer behavior model." *PhD dissertation* (Georgia State University).
70. Yaprak, Parameswaran. 1987. "A cross-national comparison of consumer research measures." *Journal of International Business Studies* 18 (1): 35-49.
71. Zafar, Johnson, Yang, Fatt, Teng, Boon. 2004. "Does country of origin matter for low-involvement products?" *International Marketing Review* 21 (1): 102-120.
72. Zbib, Ghaddar, Samarji, Wahbi. 2020. "Examining country of origin effect among Lebanese consumers: a study in the cosmetics industry." *Journal of International Consumer Marketing* 1-15.
73. Zeugner-Roth. 2017. "Country-of-origin effects." Chap. 7 in *Cross cultural issues in consumer science and consumer psychology*, edited by Torelli van Herk, 111-128. Springer International Publishing.
74. 2018. "Косметический рынок: основные тренды в России и мире [Cosmetic market: main trends in Russia and the world]." *ADV Group site*. Accessed May 19, 2019. https://advgroup.ru/journal/cosmetics_and_beauty_trends.
75. 2018. "Креативный потребитель [Creative consumer]." *Vedomosti site*. Accessed March 14, 2020. <https://plus.rbc.ru/news/5bb3ba597a8aa941bf08d053>.
76. 2019. "Российский рынок косметики и парфюмерии: динамика, покупательские предпочтения и структура инвестиций [Russian cosmetics and perfumery market: dynamics, consumer preferences and investment structure]." *New Retail site*. Accessed May 29, 2019. https://new-retail.ru/business/rossiyskiy_rynok_kosmetiki_i_parfyumerii_dinamika_pokupatelskie_preferentsii_i_struktura_investitsiy/.
77. 2018. "Российский статистический ежегодник [Russian statistical yearbook]." *Federal State Statistics Service site*. Accessed January 23, 2020. https://www.gks.ru/free_doc/doc_2018/year/year18.pdf.
78. 2018. "Тренды российского beauty-рынка: продажи, рост e-commerce и персонализация [Trends in the Russian beauty market: sales, e-commerce growth and personalization]." *Sostav: Marketing in Russia Magazine site*. Accessed November 27, 2019. <https://www.sostav.ru/publication/trendy-rossijskogo-beauty-rynka-tsifrovizatsiya-padenie-srednego-cheka-i-kastomizatsiya33752.html>.

APPENDICES

Appendix 1. Search query statistics for cosmetics from different countries for March 2020 (Yandex Wordstat, 2020)

корейская косметика

По словам По регионам История запросов

Все Десктопы Мобильные Только телефоны Только планшеты

Что искали со словом «корейская косметика» — 235 057 показов в месяц

Статистика по словам	Показов в месяц [?]
корейская косметика	235 057
магазин корейской косметики	39 774
корейская косметика интернет	21 445
корейская косметика интернет магазин	20 852
корейская косметика отзывы	13 959
корейская косметика купить	13 264
корейская косметика оптом	10 488
сайт корейской косметики	8 442
корейская косметика +для лица	7 753
корейская косметика крем	6 117
косметика корейская официальный	6 070
лучшая корейская косметика	5 810
корейская косметика официальный сайт	5 336
корейская косметика +с доставкой	3 831

российская косметика

По словам По регионам История запросов

Все Десктопы Мобильные Только телефоны Только планшеты

Что искали со словом «российская косметика» — 5 870 показов в месяц

Статистика по словам	Показов в месяц [?]
российская косметика	5 870
косметика российского производства	1 021
российская косметика бренды	928
российская натуральная косметика	882
натуральная косметика российского производства	464
российская профессиональная косметика	452
российская косметика +для лица	391
российские производители косметики	383
лучшая российская косметика	373
купить косметику российскую	245
lovega российская косметика	230
российская косметика сайты	212
магазин российской косметики	209
органическая косметика российского	180

французская косметика

По словам По регионам История запросов

Все

Что искали со словом «французская косметика» — 5 525 показов в месяц

Статистика по словам	Показов в месяц <input type="checkbox"/>
французская косметика	5 525
биоси французская косметика	1 541
биоси французская косметика личный	621
биоси французская косметика личный кабинет	616
французский сайт косметики	573
французская косметика бренды	505
французская косметика официальный сайт	496
биоси французская косметика официальный	396
биоси французская косметика официальный сайт	391
французская косметика +для лица	328
каталог французской косметики	219
магазин французской косметики	204
французская аптечная косметика	184
французская профессиональная косметика	173
французская косметика отзывы	153
список французской косметики	131

немецкая косметика

По словам По регионам История запросов

Все

Что искали со словом «немецкая косметика» — 2 242 показа в месяц

Статистика по словам	Показов в месяц <input type="checkbox"/>
немецкая косметика	2 242
немецкая косметика +для лица	249
немецкая профессиональная косметика	206
немецкая косметика бренды	191
немецкая косметика купить	166
немецкие сайты косметики	133
немецкая косметика официальный сайт	115
немецкая косметика +для волос	81
каталог косметики немецкой	65
немецкая косметика janssen	61
немецкая косметика фирмы	56
немецкая косметика отзывы	55
немецкие магазины косметики	54
немецкий косметика крема	50

японская косметика

По словам По регионам История запросов

Что искали со словом «японская косметика» — 11 147 показов в месяц

Статистика по словам	Показов в месяц <input type="checkbox"/>
японская косметика	11 147
магазин японской косметики	2 837
японская косметика интернет	1 757
японская косметика интернет магазин	1 731
японская косметика +для лица	753
купить японскую косметику	749
японская косметика мегуми	466
японская косметика отзывы	450
японская косметика токио	443
японская косметика город токио	434
город токио интернет магазин японская косметика	427
японская косметика интернет магазин город	427
японская косметика +для волос	427
японская +и корейская косметика	354
японский сайт косметики	349
японская косметика оптом	331
лучшая японская косметика	318

китайская косметика

По словам По регионам История запросов

Что искали со словом «китайская косметика» — 7 634 показа в месяц

Статистика по словам	Показов в месяц <input type="checkbox"/>
китайская косметика	7 634
bioaqua китайская косметика	1 576
магазин китайской косметики	888
китайская косметика отзывы	720
китайская косметика интернет	588
китайская косметика официальный	523
китайская косметика интернет магазин	518
сайт китайской косметики	514
купить китайскую косметику	457
китайская косметика официальный сайт	439
китайская косметика оптом	432

Appendix 2. Research survey

Country of origin/country image research

Спасибо за то, что согласились помочь мне в написании дипломной работы!
Заполнение опросника займет около 3-х минут.

Данный опрос является анонимным. Его результаты будут использованы исключительно для выполнения количественного исследования, необходимого для моей дипломной работы.

Мне необходимы ответы респондентов

- женского пола;
- с высшим образованием;
- в возрасте от 21 года до 35 лет включительно;
- постоянно проживающих в России.

Являетесь ли Вы потребителем средств по уходу за кожей?*

- Да
- Нет

If “нет” – finish the survey

Критерии выбора

Насколько важны для Вас следующие факторы при выборе новых средств для ухода за кожей?*

Совершенно не важно
Неважно
В некоторой степени неважно
Нейтральное отношение
В некоторой степени важно
Важно
Очень важно

Цена

Страна происхождения

Дизайн упаковки

Используемые ингредиенты

Запах, цвет, консистенция

Отзывы друзей и родственников

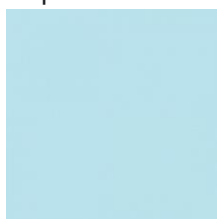
Отзывы посторонних людей (напр., на сайтах и в блогах)

Реклама бренда
Цена
Страна происхождения
Дизайн упаковки
Используемые ингредиенты
Запах, цвет, консистенция
Отзывы друзей и родственников
Отзывы посторонних людей (напр., на сайтах и в блогах)
Реклама бренда

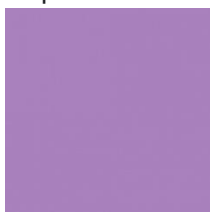
Рандомизация

Пожалуйста, выберите цвет, который Вам больше нравится. Это необходимо для рандомизации вопросов и не влияет на результаты самого опроса.*

- Вариант 1



- Вариант 2



- Вариант 3



If “Вариант 1” – show Russia-Korea-France sequence

If “Вариант 2” – show Korea-France-Russia sequence

If “Вариант 3” – show France-Russia-Korea sequence

Впечатление от незнакомых брендов, вариант 1

Ниже представлены три незнакомых Вам бренда. Прочитайте описания и посмотрите на фотографии, а затем опишите Ваши впечатления от каждого из

них. Можете представить, что Вы оцениваете новые для Вас товары в Интернет-магазине по имеющейся у Вас ограниченной информации.

Птичка - новый российский инди-бренд. Он сочетает выбор высококачественных натуральных ингредиентов с использованием современных инновационных технологий, чтобы обеспечить Вашей коже наилучший уход.



큰 새 (Keun Sae) - готовящийся к запуску корейский бренд. Продукты основаны на традиционных рецептах и дополнены новейшими научными разработками, чтобы сделать процедуру по уходу за кожей приятной.



L'oiseau Bleu - молодой французский бренд. Он опирается на науку и инновации для создания небольшого количества эффективных продуктов для ежедневного ухода за кожей.



Опишите Ваши впечатления от бренда Птичка*

Совершенно не согласна
Не согласна

Затрудняюсь ответить

Согласна

Полностью согласна

Этот бренд дорогой

Продукция этого бренда эффективна

Этот бренд обладает хорошим дизайном

Продукция этого бренда приятна в использовании

Этот бренд модный

Потребление этого бренда престижно

Опишите Ваши впечатления от бренда 큰 새 (Keun Sae)*

Совершенно не согласна

Не согласна

Затрудняюсь ответить

Согласна

Полностью согласна

Этот бренд дорогой

Продукция этого бренда эффективна

Этот бренд обладает хорошим дизайном

Продукция этого бренда приятна в использовании

Этот бренд модный

Потребление этого бренда престижно

Опишите Ваши впечатления от бренда L'oiseau Bleu*

Совершенно не согласна

Не согласна

Затрудняюсь ответить

Согласна

Полностью согласна

Этот бренд дорогой

Продукция этого бренда эффективна

Этот бренд обладает хорошим дизайном

Продукция этого бренда приятна в использовании

Этот бренд модный

Потребление этого бренда престижно

Отметьте, насколько сильно Ваше желание приобрести и попробовать продукты брендов, описанных выше*

Совершенно не согласна

Не согласна

Затрудняюсь ответить

Согласна

Полностью согласна

Я бы приобрела продукты бренда Птичка
Я бы приобрела продукты бренда 큰 새 (Keun Sae)
Я бы приобрела продукты бренда L'oiseau Bleu

Впечатление от незнакомых брендов, вариант 2

Ниже представлены три незнакомых Вам бренда. Прочитайте описания и посмотрите на фотографии, а затем опишите Ваши впечатления от каждого из них. Можете представить, что Вы оцениваете новые для Вас товары в Интернет-магазине по имеющейся у Вас ограниченной информации.

큰 새 (Keun Sae) - новый корейский инди-бренд. Он сочетает выбор высококачественных натуральных ингредиентов с использованием современных инновационных технологий, чтобы обеспечить Вашей коже наилучший уход.



L'oiseau Bleu - готовящийся к запуску французский бренд. Продукты основаны на традиционных рецептах и дополнены новейшими научными разработками, чтобы сделать процедуру по уходу за кожей приятной.



Птичка - молодой российский бренд. Он опирается на науку и инновации для создания небольшого количества эффективных продуктов для ежедневного ухода за кожей.



Опишите Ваши впечатления от бренда 큰 새 (Keun Sae)*

Совершенно не согласна

Не согласна

Затрудняюсь ответить

Согласна

Полностью согласна

Этот бренд дорогой

Продукция этого бренда эффективна

Этот бренд обладает хорошим дизайном

Продукция этого бренда приятна в использовании

Этот бренд модный

Потребление этого бренда престижно

Опишите Ваши впечатления от бренда L'oiseau Bleu*

Совершенно не согласна

Не согласна

Затрудняюсь ответить

Согласна

Полностью согласна

Этот бренд дорогой

Продукция этого бренда эффективна

Этот бренд обладает хорошим дизайном

Продукция этого бренда приятна в использовании

Этот бренд модный

Потребление этого бренда престижно

Опишите Ваши впечатления от бренда Птичка*

Совершенно не согласна

Не согласна

Затрудняюсь ответить

Согласна

Полностью согласна

Этот бренд дорогой

Продукция этого бренда эффективна
Этот бренд обладает хорошим дизайном
Продукция этого бренда приятна в использовании
Этот бренд модный
Потребление этого бренда престижно

Отметьте, насколько сильно Ваше желание приобрести и попробовать продукты брендов, описанных выше*

Совершенно не согласна
Не согласна
Затрудняюсь ответить
Согласна
Полностью согласна

Я бы приобрела продукты бренда 큰 새 (Keun Sae)

Я бы приобрела продукты бренда L'oiseau Bleu

Я бы приобрела продукты бренда Птичка

Впечатление от незнакомых брендов, вариант 3

Ниже представлены три незнакомых Вам бренда. Прочитайте описания и посмотрите на фотографии, а затем опишите Ваши впечатления от каждого из них. Можете представить, что Вы оцениваете новые для Вас товары в Интернет-магазине по имеющейся у Вас ограниченной информации.

L'oiseau Bleu - новый французский инди-бренд. Он сочетает выбор высококачественных натуральных ингредиентов с использованием современных инновационных технологий, чтобы обеспечить Вашей коже наилучший уход.



Птичка - готовящийся к запуску российский бренд. Продукты основаны на традиционных рецептах и дополнены новейшими научными разработками, чтобы сделать процедуру по уходу за кожей приятной.



큰 새 (Keun Sae) - молодой корейский бренд. Он опирается на науку и инновации для создания небольшого количества эффективных продуктов для ежедневного ухода за кожей.



Опишите Ваши впечатления от бренда L'oiseau Bleu*

Совершенно не согласна
Не согласна
Затрудняюсь ответить
Согласна
Полностью согласна

Этот бренд дорогой
Продукция этого бренда эффективна
Этот бренд обладает хорошим дизайном
Продукция этого бренда приятна в использовании
Этот бренд модный
Потребление этого бренда престижно

Опишите Ваши впечатления от бренда Птичка*

Совершенно не согласна
Не согласна
Затрудняюсь ответить
Согласна
Полностью согласна

Этот бренд дорогой
Продукция этого бренда эффективна
Этот бренд обладает хорошим дизайном

Продукция этого бренда приятна в использовании
Этот бренд модный
Потребление этого бренда престижно

Опишите Ваши впечатления от бренда 큰 새 (Keun Sae)*

Совершенно не согласна
Не согласна
Затрудняюсь ответить
Согласна
Полностью согласна

Этот бренд дорогой
Продукция этого бренда эффективна
Этот бренд обладает хорошим дизайном
Продукция этого бренда приятна в использовании
Этот бренд модный
Потребление этого бренда престижно

Отметьте, насколько сильно Ваше желание приобрести и попробовать продукты брендов, описанных выше*

Совершенно не согласна
Не согласна
Затрудняюсь ответить
Согласна
Полностью согласна

Я бы приобрела продукты бренда L'oiseau Bleu
Я бы приобрела продукты бренда Птичка
Я бы приобрела продукты бренда 큰 새 (Keun Sae)

Отметьте, насколько Вы согласны со следующими утверждениями:

Корея - богатая страна*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корея - экономически развитая страна*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корея - страна с высоким уровнем жизни*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корея - страна с передовыми технологиями*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корея - привлекательная страна*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корея - страна с интересной культурой*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корея - дружелюбная страна*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корея - приятная страна*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корейские товары - товары высокого качества*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корейские товары продаются по всему миру*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корейские товары надежны*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корейские товары эффективны*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Корейские товары имеют хороший дизайн*

- Совершенно не согласна
- Не согласна
- Затрудняюсь ответить
- Согласна
- Полностью согласна

Опрос является полностью анонимным

Пол*

- Мужской
- Женский
- Другой

Ваша возрастная категория*

- 20 лет или младше
- 21-25
- 26-30
- 31-35
- 36 и старше

Уровень вашего образования*

- Неоконченное среднее
- Среднее
- Бакалавриат (в процессе получения)
- Бакалавриат (законченное)
- Специалитет (в процессе получения)
- Специалитет (законченное)
- Магистратура (в процессе получения)
- Магистратура (законченное)
- Другое:

Ваш уровень дохода*

- Денег не хватает даже на продукты, «едва сводим концы с концами»
- На продукты денег хватает, но покупка одежды вызывает затруднения
- Денег хватает на продукты и одежду, но покупка электроники/крупной бытовой техники является для нас затруднительной
- Можем без труда приобретать электронику/крупную бытовую технику, но покупка нового легкового автомобиля была бы затруднительной
- Хватает доходов на новый легковой автомобиль, однако покупка квартиры или дома (иной недвижимости) является для нас затруднительной
- Материальных затруднений не испытываем; при необходимости можем купить квартиру, дом (иную недвижимость)

Страна Вашего постоянного проживания*

- Россия
- Другая страна

Город Вашего постоянного проживания*

Мой ответ