

Factors affecting the choice of buying Korean cosmetics**Tuan Anh Le^{a,b}, Nhu Quynh Thi Mai^{a,b}, Nhi Van Vo^c, Nguyen Thi Huyen Tram^{d*} and Nhan Le Nguyen^{a,b}**^a*PhD Student, Faculty of Accounting, Duy Tan University, Da Nang, 550000, Vietnam*^b*Institute of Research and Development, Duy Tan University, Da Nang, 550000, Vietnam*^c*Faculty of Accounting, University of Economics Ho Chi Minh City, Vietnam*^d*HCMC University of Technology and Education, Ho Chi Minh city, Vietnam***CHRONICLE***Article history:*

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*Keywords:**Cosmetics**Korean**Female students**Da Nang***ABSTRACT**

The purpose of this study is to evaluate the factors that influence students' choice of buying Korean skincare products in Da Nang city. Through the use of appropriate research methods, the authors have found that there are 5 factors affecting the choice of buying skincare cosmetics in descending order: Price; Advertising-promotion; Product; Brand products and ultimately psychology. Through this result, Korean cosmetics manufacturers and businesses will have a way to reach students who are residing in Da Nang, where there are a number of universities to increase profits.

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1. Introduction

Today's economy is growing, people's income levels are improved and raised, and the need to take care of themselves is also more important (Nematollahi, 2019; Sanny et al., 2020; Phong et al., 2020). Since then, the interest of both genders on the appearance is increasing, so that cosmetics gradually become a familiar consumer product of everyone, especially young people. In Vietnam, cosmetic brands appear in many different forms to help consumers have more choices (Parboteeah et al., 2009; Kawa et al., 2013; Prakash & Sharma, 2016). Moreover, the Vietnamese market is considered a potential market in the cosmetics industry, especially for young people. In 2018, according to data from Mintel, a global market research firm based in London, Vietnam's cosmetics market is worth about 2.3 billion USD and is expected to increase to 3 billion USD by the year 2020 due to the growing number of middle-class people. Realizing the great potential for consumption and high profit in Vietnam market, many cosmetic manufacturers have chosen Vietnam to invest and trade in products especially Korean cosmetic manufacturers. Along with the strong spread of the Korean Wave, Korea is inherently the cradle of many beauty products that have landed in the Vietnamese market relentlessly with a variety of cosmetic brands and types. Currently, the presence of many leading Korean skin care cosmetics with leading names in Vietnam market such as Laneige, Innisfree, Ohui, Atomy, Murad, etc. is the reason for consumers who have their choice for their own face care cosmetic line (Trong & Ngoc, 2008). Korean skin-care cosmetic companies have always tried to build their own brand by paying attention to consumer behavior, product quality and have built appropriate marketing strategies to bring the highest efficiency for our products (Quan et al., 2020).

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Currently, foreign brands account for 90% of Vietnam's cosmetic market share, with Korea headed by the leading supplier in Asia. Korean music, fashion and movie content and dramas are extremely popular throughout Asia. The successful export of culture makes the outstanding development of their cosmetics field understandable, especially when the Vietnam-Korea Free Trade Agreement 2015 has cut tariffs between the two countries. Besides, there is a continuous increase in cosmetic surgery services, beauty treatments, therapies and anti-aging preparations. According to data provided by the Ho Chi Minh City Cosmetics Association, South Korea accounts for the largest proportion of foreign cosmetic sales in Vietnam with 30% market share. The EU ranked second with 23%, followed by Japan (17%), Thailand (13%) and the US (10%), the remaining countries contributed 7%.

In Da Nang city, beauty is not only focused on office workers or those who have worked, but beauty jobs are also popular for students, especially female students. For female students of about 60,000, this is a quite potential market. With the need to beautify themselves, be confident in front of the crowd or be more confident with their peers when they go to school, female students have chosen to use skin care cosmetic products for themselves. Especially, nowadays, Korean-branded skin care products are gaining popularity in Korean cosmetic stores on the market of Da Nang City, which are always trusted by women. Korean cosmetic products are highly appreciated for their brand name, quality and price. With the current trend of using Korean cosmetic products of female students, the purpose of the article is to evaluate and identify the factors that influence the decision to buy skin care products. From the female students, through this research, businesses and cosmetics shops selling Korean skincare products set out policies and strategies to attract more and more consumers.

2. Literature Review

Kumar et al. (2014) conducted research on the factors that influence consumer buying behavior when buying cosmetic products and the results indicate that Psychological factors had the strongest influence, followed by the influence of those factors that are individual, social and finally cultural factors. In addition, Boonmee (2015) conducted a study to examine and find out what factors influence the decision to buy Korean cosmetics and the reasons why Korean cosmetics are so popular in Thailand and become the leading rank in the cosmetic market. The results displayed in descriptive statistics to present the percentage results that are used to analyze data for consumers in the Bangkok area and Cross tabulations were used to find out the relationship of the respondent with the specific characteristics of the study.

As a result, there are consumer behaviors, brands and marketing that strongly influence the purchasing decisions of Thai women when buying Korean cosmetics. As for the effect of origin in Korea, the image and music culture, especially the K-Pop movement, did not affect Thai women's decision to buy cosmetics since customers focused on trade, brand and product, pricing, channel, marketing and marketing mix more than the source of the product. The results of the study show that subjective norms, beliefs, attitudes, sources of information and advertising, physical attributes, psychological and cognitive attributes influence the buying intentions of Thai female customers. However, the researcher found that customers had a positive attitude toward Korean cosmetics since the Korean country has a higher level of trust in fashion and the K pop trend is more popular in Thailand.

Kajapriya and Surya (2015) showed the factors affecting female consumers when buying cosmetic products and the satisfaction level of female consumers on the cosmetic products they use, namely Quality, Brand, Skin care, Impact from friends / family, Advertising. The result of this study is that all women preferred to use cosmetic products regardless of their age and the factor that most influenced cosmetic consumers was "product quality factor". Latha (2017) performed a survey on the process of researching and analyzing the factors and reported that over 63.95% of the influencing factors were: (1) price both, (2) attractive packaging, (3) promotion, advertising, (4) ingredients and (5) storage. The results of the study indicated that the "price" factor maintained the most influence on consumers' decision to buy cosmetics in Chennai.

In Vietnam, there have been many works related to cosmetic purchasing decisions, including Nguyen Ngoc Dan Thuy (2014) who showed the factors affecting consumer behavior and purchasing decisions of cosmetics. Consumers in Ho Chi Minh City for Dermalgia skin care cosmetics include 5 elements including Price, Safety, Nature, Brand, and People. Le Thi Hoang Van (2010) performed a research on the market of cosmetic use in Vietnam in general and in Da Nang City in particular. In the topic, there are 8 factors affecting cosmetic consumption behavior of consumers in Da Nang City, namely: (1) Quality, (2) Brand, (3) Novelty, (4) Entertainment, entertainment, (5) Price, (6) Disagreement, carelessness, (7) Habits, (8) Confusion due to too many choices. This research has shown that when consumers interact with different markets, there are factors that influence different consumer behaviors. The results of this study are: The factor "Price" has the most influence on cosmetic consumption behavior of consumers in Da Nang City, while the factor "Confused due to too many things" did not really affect the research model, or it can be said that it has very little impact on the model.

Nguyen Thi My Dung et al. (2015) studied the level of Korean cosmetic use of students at the Department of Korean Studies at Ho Chi Minh City University of Social Sciences and Humanities and identified which factors are really affecting cosmetic use, control the use of cosmetics, and choose the products that suit the needs of each Korean student at the University of Social Sciences and Humanities. The results of this study indicate that: gender, wedding, skin health, needs, and spending levels were

the factors that affect cosmetic usage the most (Veloutsou et al., 2004; Mustafa & Al-Abdallah, 2020). In addition, this research also shows that from the perspective of business manufacturers, it can be affirmed that the student's cosmetic market is still very potential for exploitation and investment. To be able to conquer this group of students, manufacturers and retail businesses need to meet the needs of students well.

Through the process of researching published domestic and foreign research works that are relatively related to the topic, from the inherited perspective and continuing to develop the above research projects, the group will continue to study the factors influencing female students' decision to buy Korean skin care products in Da Nang city. In order to properly assess the decision to buy Korean skin care products, the team will conduct a review of the factors that influence the decision to buy Korean skin care products.

3. Research Methods

3.1 Research models

After summing up the results of the experts' answers on the factors on the preliminary scale, the results of the qualitative expert survey gave a high percentage of agreement (over 95%) to 5 out of 7 factor groups except the sales location and student income factors (80% agreed). The experts did not add any new groups of factors. We also collect information from female students and experts in Da Nang City about the factors affecting the decision to buy Korean skin care products, with a model study of the general situation Research model related to factors influencing Korean skin-care products purchase decisions of female students. We expect an analytical framework with 7 common factors influencing decisions. Fig. 1 shows the proposed study of this paper.

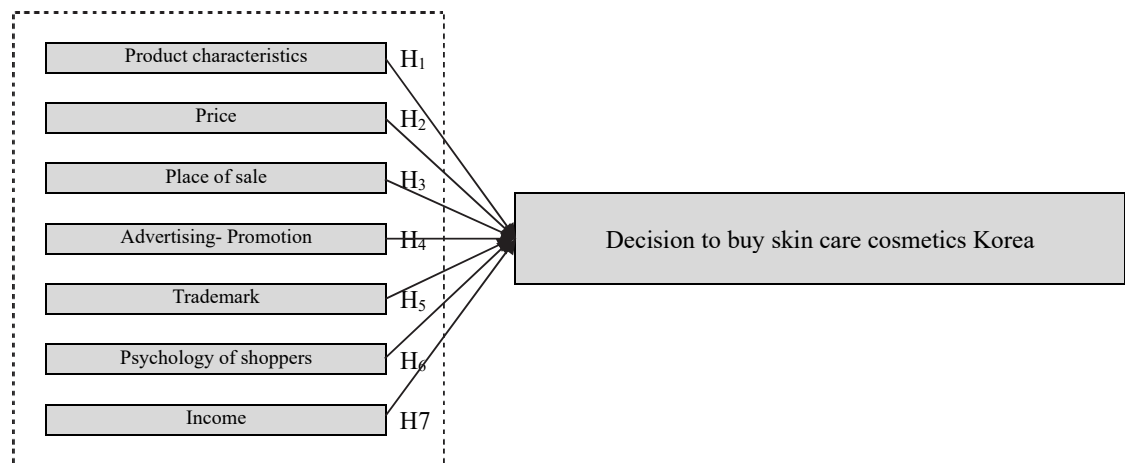


Fig. 1. Model of evaluating the factors affecting Korean students' decision to buy Korean facials products in Da Nang city

Table 1 presents the structure of the questions associated with the proposed study of this paper.

Table 1

Explain the variables of the model

Factor	Explain the factor	Inheritance Research
Product characteristics	Types of Korean skin care products are rich in variety and beautiful design	Kajapriya & Surya (2015); Kotler P et al. (2005); Nguyen Ngoc Dan Thuy (2014); Le Thi Hoang Van (2010); Latha (2017); Nguyen Thi My Dung et al. (2015)
	Types of Korean facial care products extracted from natural ingredients, safe for users	
	Types of Korean facials are of good quality	
	Types of Korean facial care products to satisfy the needs of users	
Price	The current price of Korean facial products is not too expensive.	Kotler P et al. (2005); Nguyen Ngoc Dan Thuy (2014); Le Thi Hoang Van (2010); Nguyen Thi My Dung et al. (2015); Latha (2017)
	The selling price of all types of Korean skin care products has not been increased in a long time	
	The selling price of all types of Korean facials is consistent with the quality of the product	
	The selling price of all kinds of Korean facial products is clear for customers to refer.	
Place of sale	Sales location near the living area should be easy to buy products	Kotler P et al. (2005)
	Stores beautifully presented, easy to find products	
	Cosmetic stores are located close to each other, so it is easy to choose to buy products.	
	Customers feel comfortable and comfortable when shopping in stores.	

Table 1

Explain the variables of the model (Continued)

Factor	Explain the factor	Inheritance Research
Advertising - Promotion	Stores often have promotions, discounts when buying	Boonmee (2015); Kajapriya & Surya (2015); Kotler et al. (2005); Latha (2017)
	Stores often have sweepstakes when they buy	
	Stores often have special promotions for loyal customers.	
	Stores often advertise Korean facial products on Facebook, websites, fanpage ...	
Trademark	Brand of Korean face care products is reputable in the market	Kajapriya & Surya (2015); Kotler et al. (2005); Le Thi Hoang Van (2010); Nguyen Ngoc Dan Thuy (2014).
	Types of Korean facials are the first thing customers think about when buying facials	
	Customers are interested in Korean skin care products	
	Customers are assured when using photos of Korean facial care cosmetics	
Psychology of shoppers	Tend to buy Korean skin care products because salespeople persuade customers to be good at buying products.	Kumar et al. (2014); Boonmee (2015); Kotler et al. (2005)
	Tend to buy Korean facials due to the influence of movies and K pop music.	
	Tend to buy Korean skin care products due to the influence of relatives and friends	
	Tend to buy Korean skin care products after seeing feedback from other users on the website	
Income	Spend income from family allowances or work part-time jobs to buy Korean facials	Nguyen Thi My Dung et al. (2015)
	Have a stable income to use Korean facials	
	Korean skin care products are always in the monthly spending demand	

Source: author synthesized

3.2 Hypotheses

Based on the research goals, surveys and research models of the proposed factors that influence the Korean skin care product purchase decision of female university students in the city of Da Nang and according to the background theory presented above, the research hypotheses are determined as follows:

- Hypothesis H1: *The product has the same directional influence on the female student's decision to buy Korean skin care products.*
- Hypothesis H2: *Prices have a positive effect with Korean students' decision to buy Korean skin care products.*
- Hypothesis H3: *The selling location influences the Korean students' decision to buy facials products from Korea.*
- Hypothesis H4: *Advertising - Promotion influences Korean students' skin care product decision of female students.*
- Hypothesis H5: *Brand influence influences Korean students' decision to buy facial skin care products.*
- Hypothesis H6: *Psychology influences Korean students' decision to buy Korean skin care products.*
- Hypothesis H7: *Income influences Korean students' decision to buy facial skin care products.*

4. Results

Based on the influencing factors explored during the research period, the survey questionnaire was deployed to the surveyed subjects identified directly to the female students of the Universit Da Nang city. After handing out 400 questionnaires, 350 paper questionnaires were collected. In the questionnaires collected there are 64 invalid tables (missing important information). As a result, our team removed these 65 questionnaires and the remaining number of questionnaires were used to process and analyzed data was 285 questionnaires. Out of 285 surveyed students, 26 students attended the first year (accounting for 9.1%); 49 students attended the second year (accounting for 17.2%); 97 students attended year 3 (accounting for 34.0%) and 113 students studied in year 4 (accounting for 39.6%).

In terms of income, out of the 285 surveyed students, there are 139 students with incomes below 3 million (accounting for 48.1%), 110 students with an income of 3-5 million (accounting for 38.6%), 35 students have an income of over 5 -10 million (accounting for 12.3%), and 3 students have an income of over 10 million (accounting for 1.1%). In terms of the frequency of buying cosmetics, out of the 285 students surveyed, 99 students purchased cosmetics 1 time / month (accounting for 34.7%), 115 students bought cosmetics 2-3 times / month (accounting for 40.4%), 68 students got cosmetics 4-5 times / month (accounting for 23.9%), and 3 students purchased cosmetics more than 5 times / month (accounting for 1.1%).

In terms of the time to use, out of 285 surveyed students, 101 students had time to use Korean facial care products for less than 3 months (accounting for 35.4%), 73 students had time to use care products. Korean facial skin for more than 3 - 6 months (accounting for 25.6%), 107 students had time to use Korean facial care products for 6 - 12 months (accounting for 37.5%), and 4 students had time to use Korean facial care products for more than 12 months (accounting for 1.4%). Moreover, students have time to use Korean skin care products over 6 - 12 months, accounting for the highest percentage. Table 2 presents the results of Cronbach's Alpha for the questions of the survey. As we can observe, most data maintain desirable values.

Table 2
Results of reliability analysis and factor analysis

No	Group variables	Number of observation variables	Cronbach's Alpha
1	SP Product characteristics	4	0.878
2	DC Price	4	0.852
3	DD Place of sale	4	0.752
4	QC Advertising - Promotion	4	0.911
5	TH Trademark	4	0.904
6	TL Psychology of shoppers	4	0.887
7	TN Income	3	0.636
8	QD Decided to buy	5	0.935

Source: Analysis results from SPSS 16.0 software

Analysis of discovery factors

KMO coefficient = 0.790, satisfying the condition: $0.5 < \text{KMO} < 1$, discovering factor analysis is suitable for real data (See Table 3).

Correlate testing of observed variables in a representative measure

Bartlett's test has Sig = 0.00 < 0.05, meaning that the representative factor and observed variables are linearly correlated (See Table 3).

Table 3
 Verification of appropriateness of methods and data collected (KMO and Bartlett's Test)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.790
Bartlett's Test of Sphericity		Approx. Chi-Square
		Df
		Sig.
		4326.358
		351
		.000

Moreover, Table 4 presents the results of examining the degree of interpretation of the observed variables for the factors influencing the student's decision to buy a skin care product for a female student in Da Nang City.

Table 4
 Examine the degree of interpretation of the observed variables for the factor influencing the student's decision to buy a skin care product for a female student in Da Nang City

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Vari-	Cumulative %	Total	% of Variance	Cumulative %
1	5.381	19.928	19.928	5.381	19.928	19.928	3.207	11.879	11.879
2	3.311	12.262	32.190	3.311	12.262	32.190	3.144	11.643	23.523
3	2.936	10.873	43.063	2.936	10.873	43.063	3.050	11.298	34.821
4	2.580	9.556	52.619	2.580	9.556	52.619	2.991	11.078	45.899
5	2.111	7.819	60.438	2.111	7.819	60.438	2.720	10.072	55.972
6	1.770	6.554	66.992	1.770	6.554	66.992	2.409	8.923	64.894
7	1.251	4.634	71.626	1.251	4.634	71.626	1.818	6.732	71.626
8	.807	2.990	74.616						
9	.762	2.823	77.439						
10	.618	2.288	79.727						
11	.554	2.053	81.780						
12	.539	1.997	83.777						
13	.513	1.902	85.679						
14	.479	1.773	87.452						
15	.439	1.624	89.076						
16	.398	1.475	90.551						
17	.367	1.359	91.910						
18	.330	1.223	93.133						
19	.322	1.194	94.327						
20	.283	1.048	95.375						
21	.251	.929	96.304						
22	.228	.844	97.148						
23	.209	.774	97.922						
24	.192	.711	98.633						
25	.138	.511	99.144						
26	.133	.493	99.638						
27	.098	.362	100.000						

Extraction Method: Principal Component Analysis.

The Cumulative column indicates that the extracted variance value is 71,626%, which means that the observed variables explain 71,626% of the change in factors. In addition, Scree plot has indicated that there were 6 factors with Eigen values greater than 1. Table 5 presented the results of EFA model using the method of full rotation (Varimax) of factors.

Table 5
Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
QC4	.906						
QC3	.884						
QC2	.850						
QC1	.847						
TH1		.910					
TH2		.866					
TH4		.858					
TH3		.852					
TL1			.916				
TL4			.855				
TL2			.847				
TL3			.810				
SP4				.850			
SP2				.837			
SP1				.836			
SP3				.835			
GC4					.820		
GC3					.766		
GC1					.760		
GC2					.751		
DD4						.812	
DD1						.802	
DD2						.709	
DD3						.642	
TN3							.809
TN1							.735
TN2							.712

Extraction Method: Principal Component Analysis.

a. Rotation converged in 6 iterations.

Source: Analysis results from SPSS 16.0 software

The factors influencing the buying decision are expressed through linear regression equations:

$$QD = \beta_0 + \beta_1 \times SP + \beta_2 \times GC + \beta_3 \times DD + \beta_4 \times QC + \beta_5 \times TH + \beta_6 \times TL + \beta_7 \times TN + \varepsilon \quad (1)$$

where β_0 to β_7 represent the regression coefficients, respectively of each factor. Table 6 presents the results of Pearson correlation.

Table 6
The results of Pearson correlation test

		QD	SP	GC	DD	QC	TH	TL	TN
QD	Pearson Correlation	1	.368**	.626**	.245**	.499**	.309**	.249**	-.049
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.405
	N	285	285	285	285	285	285	285	285
SP	Pearson Correlation	.368**	1	.334**	.134*	.089	-.005	.130*	-.112
	Sig. (2-tailed)	.000		.000	.024	.133	.927	.028	.059
	N	285	285	285	285	285	285	285	285
GC	Pearson Correlation	.626**	.334**	1	.329**	.383**	.270**	.182**	.022
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.002	.714
	N	285	285	285	285	285	285	285	285
DD	Pearson Correlation	.245**	.134*	.329**	1	.125*	.086	.140*	-.043
	Sig. (2-tailed)	.000	.024	.000		.034	.148	.018	.472
	N	285	285	285	285	285	285	285	285
QC	Pearson Correlation	.499**	.089	.383**	.125*	1	.113	.001	-.037
	Sig. (2-tailed)	.000	.133	.000	.034		.056	.992	.532
	N	285	285	285	285	285	285	285	285
TH	Pearson Correlation	.309**	-.005	.270**	.086	.113	1	.025	-.063
	Sig. (2-tailed)	.000	.927	.000	.148	.056		.680	.290
	N	285	285	285	285	285	285	285	285
TL	Pearson Correlation	.249**	.130*	.182**	.140*	.001	.025	1	.102
	Sig. (2-tailed)	.000	.028	.002	.018	.992	.680		.086
	N	285	285	285	285	285	285	285	285
TN	Pearson Correlation	-.049	-.112	.022	-.043	-.037	-.063	.102	1
	Sig. (2-tailed)	.405	.059	.714	.472	.532	.290	.086	
	N	285	285	285	285	285	285	285	285

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

* . Correlation is significant at the 0.05 level (2-tailed).

Through Table 6, we can see that the Sig value correlates Pearson with independent variables SP, GC, DD, QC, TH, TL with the dependent variable less than 0.05. Thus, there is a linear relationship between these independent variables and the QD variable. The strongest correlation exists between GC and QD where the coefficient r is 0.626, and the correlation between DD and QD is the weakest correlation where the coefficient r is 0.245. The pairs of independent variables are relatively weak correlation with each other, so there is a high probability that no multi-collinear phenomenon will occur. Particularly, Sig value correlates Pearson independent variable with QD dependent variable is 0.405 greater than 0.05, so there is no linear relationship between the independent variable TN and QD. Thus, we removed the TN factor from the original model.

Table 7
Testing partial correlation of regression coefficient (1st time)

Model	Unstandardized Coefficients		Standardized Coeffi- Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
	(Constant)	-.649	.292				
	TH	.156	.038	.172	4.097	.916	1.091
	QC	.297	.040	.322	7.396	.847	1.181
1	TL	.142	.039	.150	3.651	.949	1.054
	SP	.171	.037	.199	4.631	.872	1.146
	GC	.492	.069	.355	7.087	.643	1.555
	DD	.023	.038	.025	.587	.884	1.131

a. Dependent Variable: QD

The significance level column (Sig.) shows: All variables, except for DD, have Sig. ≤ 0.05 . Thus, SP, GC, TH, TL, QC correlate significantly with the decision to buy Korean skin care products. Factor Sig. = 0.557 > 0.05, there is no linear correlation with the dependent variable in the model, so we will proceed with type of variation. Factors that directly influence the Korean student's decision to buy Korean skin care products in Da Nang City are shown by the new linear regression equation as follows:

$$QD = \beta_0 + \beta_1 \times SP + \beta_2 \times GC + \beta_3 \times QC + \beta_4 \times TH + \beta_5 \times TL + \beta_6 \times TN + \varepsilon \quad (2)$$

Table 8 presents the results of the regression estimation for the proposed regression model. As we can observe from the results of Table 8, all variables are meaningful when the level of significance is five percent. Therefore, all independent variables have maintained positive effects on the dependent variable as follows,

$$QD = 0.199 \times SP + 0.362 \times GC + 0.323 \times QC + 0.172 \times TH + 0.152 \times TL$$

Table 8
Testing partial correlation of regression coefficient (2nd time)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
	(Constant)	-.620	.287				
	TH	.156	.038	.172	4.102	.916	1.091
	QC	.297	.040	.323	7.409	.847	1.181
1	TL	.144	.039	.152	3.718	.956	1.046
	SP	.171	.037	.199	4.649	.873	1.146
	GC	.503	.067	.362	7.506	.690	1.450

a. Dependent Variable: QD

Moreover, R-Square value is equal to 0.544 which means the independent variables describe approximately 54 percent of the dependent variable. Moreover, Durbin-Watson is equal to 1.907 which means there is no autocorrelation among residuals. More results are given in Table 9.

Table 9
Verify the model's interpretation level

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.743 ^a	.552	.544	.42397	1.907

a. Predictors: (Constant), GC, TL, TH, SP, QC

b. Dependent Variable: QD

Moreover, Table 10 presents the results of ANOVA test. As we can observe from the results, F-value is equal to 68.760 which means there is a linear relationship between independent variables and dependent variable.

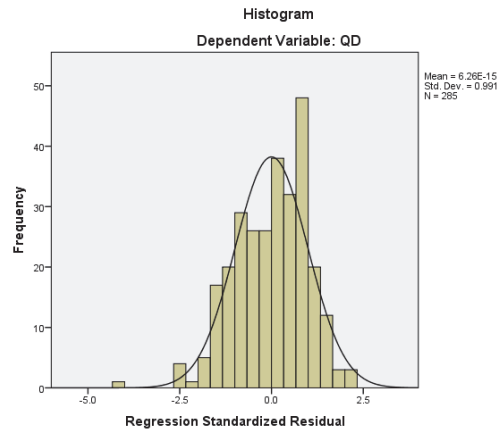
Table 10

Test the relevance of the model (Variance - ANOVA)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	61.797	5	12.359	68.760	.000 ^b
	Residual	50.149	279	.180		
	Total	111.946	284			

a. Dependent Variable: QD

b. Predictors: (Constant), GC, TL, TH, SP, QC

**Fig. 2.** Scatter graph of standardized residual

Finally, Fig. 2 shows the residuals follow normal distribution. Moreover, Table 11 presents the summary of the results of the effects of different variables on dependent variables.

Table 11

Importance of factors influencing Korean students' decision to buy Korean skin care products in Da Nang city

Number	Independent variables	Value	Proportion%	Influence level
1	Product	.199	16.47%	3
2	Price	.362	29.97%	1
3	Advertising- Promotion	.323	26.74%	2
4	Brand	.172	14.24%	4
5	Psychology	.152	12.58%	5
Total		1.208	100%	

5. Discussion

As we can observe from the results Table 11, the contribution of “Prices”, “Advertising - Promotion”, “Products”, “Product brand” and “Psychology” in descending order of importance are 29.97%, 26.74%, 16.47%, 14.24% and 12.58%, respectively. With a theoretical model of factors affecting the Korean skin care product purchase decision of female students, there are 7 factors: product, price, place of sale, advertising - Promotion, product brand, psychology, income and dependent variable is the decision to buy Korean skin care products by female students at Da Nang city. The formal study was conducted through quantitative research using the technology of surveying female students through quantitative research questionnaires.

6. Conclusion

From the above conclusions, from the perspective of business manufacturers, it can be affirmed that the student's cosmetic consumer market is still and has great potential for exploitation and investment. To be able to conquer this group of students, manufacturers and retail businesses need to meet the needs of students well.

Price: In addition to improving product quality, manufacturers need to take appropriate measures to adjust prices to suit the market and consumers' ability to spend. Besides, consumers should consider carefully when buying cosmetics to choose smart, lucid, suitable for themselves. Since customers are students, cosmetics traders should target products that are not too expensive or too low.

Advertising – Promotion: Companies can build marketing and advertising strategies that impact on individual factors of consumers, thereby stimulating demand and promoting customer buying behavior. They need to offer promotions to attract customers and the promotion must be attractive enough.

Product: The group of female customers is a group of potential customers. Manufacturers and businesses need to coordinate, develop strong lines of cosmetics specialized for Women to exploit profits from this customer group more. In addition, it is necessary to expand the products for men to attract male students because this is still a potential market that has not yet been conceived much. It is necessary to have sufficient information about the product such as specifications, product features and origin of goods. The products must be accompanied by insurance policies for buyers. In addition, to be able to conquer the target group of students or young people, Vietnamese cosmetics manufacturers and companies need to be creative and innovative in all products launched in the market, combining features between Eastern beauty secrets and sensitivity to modern Western values. They need to apply formulas that have been clinically tested to create products that are suitable for skin care and beauty as well as regular stool.

Brand: This is a group of consumers who pay special attention to the brand of the product, so traders should provide the name brand cosmetics on the market. When presenting products, the information on the packaging must be clear and careful since this group of customers is qualified and knowledgeable about cosmetics so they are quite careful in searching for information and brands for the product. Products.

Psychology: Take advantage of the strengths of music, movies, etc. in stores to have reasonable marketing strategies to attract consumers towards makeup trends, as well as to introduce American brands.

Products: There is a need to invite famous actors to be represent new cosmetic products through different medias. Customer care is a must because this is a group of customers with high product loyalty if they find a satisfactory product by setting up consulting channels conducted by reputable experts in the field.

Income: Since the surveyed subjects are female students at Danang city, the income of students is largely dependent on their families or they have small income from their own part-time jobs so the income factor does not really influence the decision to buy Korean skin care products.

Places of sale: E-commerce market in Vietnam is growing. Online purchases are also more common. Students also do not need to go directly to the store to buy products, but can buy online through the internet, which is easy to buy and saves time. The location of the sale does not appear to have any effect on the decision to buy Korean skin care products of female students in Da Nang city.

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