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Influence of Lifestyle and Country of Origin on Purchasing Intention of South Korean Beauty Products: A Study of Female Consumers in East Java

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Abstract

The utilization of beauty product series has become a lifestyle for Indonesian women. Indonesian women spend at least 20% of their total monthly expenditure to buy fashion and beauty products. This makes a difference between the lifestyle of generation X and Millennial women. South Korea has become a beauty center in recent years. It has an impact on Korean beauty products that are currently developed in the community. The purpose of this study is analyze and discuss the influence of lifestyle and country of origin on the purchase intention of South Korea beauty products. The type of study is quantitative with a conclusive-descriptive study design. The population in this study is women in East Java who have ever and have never bought South Korean beauty products. The sampling technique uses non-probability sampling with 100 respondents. The study instrument uses a questionnaire while the data analysis uses multiple linear regression analysis. The result shows that lifestyle and country of origin partially or simultaneously influenced the purchase intention of South Korea beauty products. Limitation in this study is the respondents who is specifically women, so the influence for men is unknown. Thus, future study could find the effect of lifestyle and country of origin on men consumers.

Keywords: *Lifestyle, Country of Origin, Purchasing Intention, South Korean Beauty Products*

1. Introduction

Nowadays, the utilization of beauty product series has become a lifestyle for most Indonesian women. In fact, some women have already performed treatment and used beauty products at the age of less than 13 years. In addition, there has been an increase in the number of Indonesian women perform beauty treatments, which have increased to 5.5% (ZAP Beauty Index, 2018). It will affect their spending on treatment and buying beauty products. Indonesian women spend at least 20% of their total monthly expenditure to buy fashion and beauty products (Zap Beauty Index, 2018). From these data, it can be concluded that Indonesian women currently spend a significant amount of money to buy beauty products and perform beauty treatments.

The need of beauty products is becoming a women lifestyle, which is affected their decisions in spending money. Fitriani et. al (2014) suggest that the lifestyle and attitudes of consumers influence the purchasing decisions of Pon's cosmetic products. This is reinforced by Risnawati and Hasbi (2015) which state that lifestyle instruments (activities, interests, and opinions) influence the consumer's decision to buy Revlon cosmetics. Mohiuddin (2018) says that individual lifestyles become an integral factor, especially when they contribute greatly to a commodity which means someone with the same circumstances (work, income, age, etc.) does not necessarily choose the same product.

Women's awareness of make-up also has an impact on the increasing percentage of national cosmetics industry that is 20% or four times the 2017's national growth and more than 760 cosmetics companies established in Indonesia (www.kemenperin.go.id, 2018). However, cosmetics sales in Indonesia are partly dominated by imported cosmetic

products and its amount is increased from year to year. In January-May 2018, it reached US \$ 139.12 million or equivalent to Rp2.02 trillion. This amount was increased to 66.87% compare with January-May 2017 (www.cnbciindonesia.com). Data from ZAP Beauty Index (2018) shows that skincare products from South Korea are Indonesian women's favorite skincare products (46.6%), followed by Indonesia's skincare products (34.1%), and Japan skincare products (21.1%). Five of six beauty products that are Indonesian people favorites are South Korea beauty products, namely: SK II (8.9%), Laneige (7.7%), The Body Shop (5.5%), Innisfree (4.6%), Nature Republic (4.2%) and Wardah (4.1%) (ZAP Beauty Index, 2018). It means that Asian beauty products are more popular with Indonesian women than American and European products. So, it can be said that the country from which the product originates also influences consumers in choosing beauty products they will buy. This is because beauty products produced by Asian countries are different from beauty products from European countries, so consumers will choose products that would suit their skin.

In recent years, South Korea has become a new center for beauty world. The Korean Wave phenomenon is one of the main factors that causes the public interested in everything about Korea, including in beauty context (www.pressreader.com). Intense promotions conducted by Korean beauty producers through advertisements, Korean dramas, Korean artists, and various entertainment programs attract consumers' interest and encourage the popularity of South Korea as a beauty center (www.wolipop.detik.com). The appearance of South Korean celebrities who have gaunt face lines, smooth, shiny, white, and bright skin is a beauty standard that is desired by women. The influence of Korean Wave makes beauty products from South Korea bought a lot by the consumer (www.wolipop.detik.com).

South Korea continues to develop innovations in beauty context. Almost all Korean beauty and skincare products state that the main ingredients are purely from nature such as honey, ginseng, gold powder, and fresh fruit extracts which is becoming the main attraction for female consumers (www.koreana.or.kr). Other beauty trend from South Korea is innovation on how to use products on the skin, such as BB cream as a lighter foundation, sheet mask or paper mask as easy to apply mask, snail mucus as cosmetic ingredient, fermented ingredients that are considered more able to penetrate the skin and kill bad bacteria with antibiotics, cushion compact that are attractive to the public, and another innovations (www.cantik.tempo.co).

The country of origin where beauty products are produced also contributes the high interest of Indonesian women. Zholfagharian & Sun's (2010) state that there are differences in the effect of country of origin on monocultural and bicultural societies. Eliene & Petkeviciene (2014) and Haliun & Cho (2015) state that consumers care about the country of origin of the product when choosing beauty products. Sulu et. al (2016) find that the most preferred cosmetic products is product originating from the United States, followed by South Korea and Indonesia. In addition, Jin et al (2018) state that the effects of macro-country image and micro-country image affect consumer purchase intentions. It is undeniable that the high level of purchases of South Korean beauty products by Indonesian women is also influenced by the lifestyle which considers beauty products as a necessity. So, it is not surprising that at this time, beauty brands such as SK II, Tony Moly, Etude House, Clio Professional, Nature Republic, The Face Shop, Innisfree, Laneige, Banila Co., IPKN, Dr. Jart, and Missha has opened many official outlets in Indonesia. It is inspired the researcher to conduct study about: **The Effect of Lifestyle and Country of Origin on Purchasing Intentions of South Korean Beauty Products on Female Consumers in East Java.**

2. Literature Review

2.1. Lifestyle and Purchase Intention

Engel, Blackwell, and Miniard (1994) define lifestyle as a pattern in which people live and spend their time and money. Meanwhile, Sumarwan (2015) states that lifestyle is often described as someone's activities, interests, and opinions. A person's lifestyle is usually not permanent and quickly changes following one's motivation, past experience, social class, demographics, and other variables that allow a person to change his lifestyle. Someone (consumer) develops a set of conceptions that minimize mismatches or inconsistencies in their values and lifestyle (Engel, et al, 1994). Changes in one's lifestyle will also change one's consumption patterns (Sumarwan, 2015). Psychographics is an instrument used to measure lifestyle, which provides quantitative measurement and can be used to analyze very large data (Sumarwan, 2015). Psychographic analysis can describe consumer psychology because in its measurement, psychographic analysis is a consumer research that describes the consumer segment in terms of life, work, and other activities that consumers do. Psychography is often interpreted as a measurement of consumer's AIO (Activity, Interest, Opinion) (Sumarwan, 2015).

Study related to lifestyle was conducted by Fitriani et. al (2014) and Risnawati & Hasbi (2015). Fitriani et. al (2014) conducts a study related to the influence of lifestyle and consumers' attitudes towards the purchase decision of Pond's cosmetics products. The result shows that lifestyle has a significant influence on purchasing decisions. Likewise, Risnawati & Hasbi (2015) find that lifestyle instruments (activities, interests, and opinions) influence the consumer's decision to buy Revlon cosmetics.

Other study is conducted by Mohiuddin (2018). Mohiuddin exploited the impact of lifestyle on women's consumer decision making in Pakistan. The results show that: (1) Consumer lifestyles tend to be influenced by the demographic characteristics and consumer's moral. Consumers' lifestyles also influence the shop/place where they will buy the beauty product. (2) Social status is one of the key components of how and why a person buys certain goods and services. It also influences the quality and number of purchases. (3) An individual's lifestyle becomes an integral factor especially when they contribute greatly to a commodity which means that someone with the same circumstances (work, income, age, etc.) does not necessarily choose a similar product. (4) Self-image is a strong perspective when thinking about how lifestyle affects purchases or how someone wants to be seen in front of others and it will affect what they buy.

2.2. Country of Origin and Purchasing Intention

When consumers deciding to buy foreign products, they will pay attention to the country from which the product originates. According to Kotler and Keller (2009), Country of Origin is an association and mental trust that is triggered by a country. Good and bad depictions of a country in the eyes of consumers will influence purchasing decisions, especially for foreign consumers. Country of origin effect is the background of various studies that have been developed related to the country of origin effect so far. The concept of Country of Origin was first put forward by Nagashima (1960), but the country of origin study was first conducted by Schooler (1965). Nagashima (1970) as the originator of country of origin concept described the country of origin as "made in image", namely the description, reputation, and stereotypes provided by both business people and consumers from certain countries. This picture is formed from some variables such as representative products, national characteristics, economic and political background, history, and tradition. Schooler (1965) states that the significant differences in the evaluation of identical products is in all respects, except the product's name of the country of origin which appears on the label. Consumers will give a different evaluation of a product when

the name of the country of origin appears on the label. While Cordell (1992) states that consumers have a higher trust in products from industrialized countries than less developed countries. However, the effect of the country of origin will decrease if consumers find a product that they are more familiar with. In addition, when at first the consumers know the country of origin of the product, the consumer will conclude information related to the product based on the image of the country and then influence their attitude towards a brand. Laroche (2002) states that the product country image is influenced by a sub-culture of a country where members of the sub-culture will tend to be ethnocentric and provide a better evaluation of products from foreign countries that have cultural ties with it.

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In its development, country of origin is not only understood as the country from which the product originates. This is due to the presence of mixed products which are joint products from several countries (Chao, 2001). A product may come from a country, but the product parts and product assembly are carried out in different countries (Listiana, 2012). Some constructs that form the country of origin are as follows: Chao (1993) and Ahmed and d'Astous (1996) (in Inch and Mc.Bride: 1999) divide the country of origin in two parts, namely: (1) Country of Product Assembly (COA), and (2) Country of Design (COD). Tse and Lee (1993, in Inch and Mc.Bride, 1999) specifically mention that country of origin consists of two, namely: (1) Country of Assembly (COA), and (2) Country of Manufacturing/Country of Part (COP). Inch and Mc.Bride (1999) divide the country of origin construct into three separate parts, namely: (1) Country of Design (COD) is where the product was designed or created, (2) Country of Assembly (COA) is where the product components are assembled, and (3) Country of Parts (COP)/Country of Manufacture (COM) is where the product or product component is produced.

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Kim's (2006) states that the country's image does not show a significant impact on brand image and purchase intention. While Haliun and Cho (2015) state that the country of origin positively influences the evaluation of products and consumer purchase intentions. However, the existence of social networks that currently connect the international world moderates the effect of the country of origin in the products evaluation. Consumers who have better connections to people in the international world tend to evaluate products which are originating from Asia developed countries more positively.

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The study of country of origin effects on products with high or low involvement also shows different results. Zhib et. al (2010) state that in the category of low consumer involvement in products such as shampoo products, the country of origin is not one of the important considerations affecting consumer choices. Purchases will be driven more by practical goals such as benefits or pleasurable experiences. However, for the categories of products with high involvement such as cosmetics whose effects can be directly seen on the face or skin, country of origin is an important consideration. Pileliene and Petkeviciene (2014) who conducted study on consumers in Lithuania state that consumers care about the country of origin of the product when choosing beauty products. Generally, Lithuanian consumers do seem to prioritize national production, but prefer beauty products from abroad and divide several countries producing beauty products into categories such as France and Germany as attractive home countries, Italy and Lithuania as neutral countries, and Russia, Poland, and China as an unattractive country of origin. Sulu et. al (2016) also state that the most preferred cosmetic products by costumers is originating from the United States, followed by South Korea and Indonesia. While prices are the most consideration criteria by consumers in choosing cosmetic products, followed by brands, promotions, quality, packaging, and product availability.

Zholfagharian and Sun (2010) examine the effects of ethnocentric and country of origin on Mexican and American bicultural and monocultural societies. The result shows that bicultural Mexican-American societies are less ethnocentric than Mexican or American monocultural societies. Therefore, bicultural societies are less ethnocentric and less vulnerable to the effects of country of origin. While the Mexican monocultural community or the American monocultural community is more ethnocentric, they will prefer a domestic brand over a foreign brand. This makes the monoculture community more sensitive to the effects of country of origin.

Degoma and Shetermam (2014) state the influence of the country of origin is more important on perceived quality than on purchase intentions. The impact of the image of countries of origin and abroad on quality perception and purchase intention are positive and significant which imply that the country of origin's image influences purchasing decisions and the quality perception in domestic and foreign products.

Jin et. al (2018) examine the effects of macro country image and micro country image of the US, Italy, Korea, and Malaysia countries on Saudi consumers in two product categories namely symbolic and functional products. Macro country image is a general term of consumer's belief in a country, while micro country image is a person's belief about a particular product category that traces its origin to a country. As a result, the effects of macro country image and micro country image affect consumer purchase intentions. Specifically, the macro country image and micro country image are equally relevant to the purchase intention of symbolic goods such as bags, but the micro country image has a greater role in the intention to purchase functional goods such as cellular phones.

2.3. Hypothesis

A person's lifestyle influences behavior to buy a product, this is in accordance with the study results from Fitriani et al (2014), Risnawati and Hasbi (2015) and Mohiuddin (2018) which state that lifestyle affects consumers in deciding to buy cosmetic products. From this information, a hypothesis was formed for this study, namely:

H1: There is an influence of lifestyle on purchase intentions of beauty products from South Korea.

In addition, the decision of consumers to buy beauty products, especially imported products, is also influenced by the country of origin of these products. This is consistent with the study results of Zholfagharian and Sun (2010), Pileliene and Petkeviciene (2014), Haliun and Cho (2015), Sulu et. al (2016), and Jin et. al (2018) who state that the country of origin of the product have an influence on consumer decisions when buying a product. The second hypothesis for this study is:

H2: There is an influence of Country of Origin on the purchase intention of beauty products from South Korea.

3. Research Methods

3.1. Research Type and Research Design

The type of research used in this study is descriptive conclusive research design that aims to test the hypothesis and the relationship between the independent variables and the dependent variables.

3.2. Population and Sample

The population in this study is women consumers in East Java who have ever or have never bought South Korean beauty products in the past one year in 2019. A sample of 100

respondents is selected using non-probability sampling. The population number is infinite so the researcher uses judgmental technique which is a form of convenience sampling (Maholtra, 2009). Thus, each sampling unit as a small part of the population does not have the same opportunity to become a sample or represent the population of consumers of South Korean beauty products, but must meet the criteria determined by researcher, namely women respondents and domiciled in East Java.

3.3. Variables and Operational Definitions of Variables

The variables in this study are as follows:

1) Independent Variable

- a) *Lifestyle*, how consumers spend their energy, time and money to buy beauty products from South Korea. The indicators used are: (1) Activities, namely consumer activities that encourage their buying intentions to choose beauty products from South Korea; (2) Interest, namely the extent to which South Korean beauty products attract consumers; (3) Opinion, namely consumer opinion on South Korean beauty products (Risnawati and Hasbi: 2015)
- b) *Country Of Origin*, namely South Korea as a country of origin that produces a variety of skincare beauty products. The country of origin indicators use in this study are: (1) country beliefs, namely people's trust in the South Korea; (2) people effect, namely the ability of South Korean beauty experts to convince the public; (3) economic development, people's belief that South Korea is a country with an developed economy; (4) desire interaction, namely the desire to find out more about South Korea (Laroche, 2002).

2) Dependent Variable ³¹

The dependent variable in this study is the consumer's intention to buy beauty products originating from South Korea.

3.4. Types and Sources of Data

The primary data were obtained from the questionnaire answers that were filled out by respondents. While secondary data were obtained from books, journals, and scientific articles as well as news relating to lifestyle, country of origin, purchase intentions, and South Korean beauty products.

3.5. Data Collection Techniques

Data collection conducted by distributing online questionnaires through Google forms and interviews with several respondents to explore more deeply the influence of each variable. The research questionnaire contained a structured statement which was then filled out ²¹ respondents. The scale used in this study is a Likert scale with 7 levels of answers ranging from strongly disagree (1) to strongly agree (7).

3.6. Validity and Reliability Test

The validity test conducted on 30 respondents which obtained the r-count value for all items greater than r-table (0.30), so it was concluded that the statements used in this research instrument were valid and could be used to measure the influence of Lifestyle and Country of Origin on Purchasing Intention of South Korean beauty products.

Cronbach's Alpha values for Lifestyle variables $0.865 > 0.70$, Country of Origin Variables $0.949 > 0.70$, and Purchase Intention Variables $0.902 > 0.70$, so it can be concluded that the statements in the questionnaire are reliable and can be used as a measurement tool.

3.7. Data Analysis Techniques

The data analysis technique uses multiple linear regression to test the effect of two independent variables on one dependent variable.

4. Results and Discussion

4.1. Results

4.1.1. Description of Respondent Demographic Characteristics

In this study, the characteristics of respondents used were Age, Last Education, Occupation, countries that are known to produce beauty products, country of origin of beauty products that are often bought, and average monthly expenditure for cosmetics.

Table 1. Respondent's Demographic Characteristics

Respondent's Characteristics		Total	Percentage (%)
Age	≤ 18 years old	4	4%
	19 – 23 years old	82	82%
	24 – 28 years old	12	12%
	29 – 33 years old	1	1%
	34 – 38 years old	0	0%
	≥ 39 years old	1	1%
Total		100	100%
Last education	Elementary/middle school	1	1%
	High school	50	50%
	College	49	49%
Total		100	100%
Occupation	Housewife	6	6%
	Employee	13	13%
	Internship	1	1%
	College student	74	74%
	Entrepreneur	6	6%
Total		100	100%
Famous countries produce beauty products	United State of America	7	7%
	Hongkong	1	1%
	Indonesia	9	9%
	South Korea	78	78%
	France	4	4%
	Thailand	1	1%
Total		100	100%
The origin country of beauty products which are often purchased	United State of America	8	8%
	Hongkong	1	1%
	Indonesia	51	51%
	South Korea	39	39%
	Thailand	1	1%
Total		100	100%
Expenditure	≤ 300.000	69	69%
	300.001 – 600.000	23	23%

	600.001 – 900.000	5	5%
	900.001 – 1.300.000	2	2%
	1.300.001 – 1.500.000	1	1%
Total		100	100%

Source: Data processed by researcher

From the table 1, it is known that respondents are dominated by the age range of 19-23 years, which have last education: high school and college student. Then, the respondents state that South Korea as the country who has best produces beauty products. However, beauty products from Indonesia became the most purchased products by respondents and the average respondent spent as much as ≤ Rp. 300.000 to buy beauty products every month.

4.1.2. Model Feasibility Test

The Lifestyle and Country of Origin testing on Purchase Intention of South Korean Beauty Products yields R (correlation) and R² (determination coefficient) as follows:

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Table 2. Correlation Value and Coefficient of Respondent Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.631	.624	2.378

a. Predictors: (Constant), COO, Lifestyle

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The test result shows that the Adjusted R Square value is 0.624 or equal to 62.4%. It means the Lifestyle (X₁) and Country of Origin (X₂) variables influence the Purchase Intention variable by 62.4%. While the rest, namely 37.6% is influenced by other variables besides the variables examined in this study. It also states that lifestyle and country of origin variables have a significant influence on respondents' purchase intention of South Korean beauty products.

4.1.3. Hypothesis Testing

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Hypothesis testing in this study uses multiple linear regression analysis technique because it is used to test two independent variables against one dependent variable. The results obtained are as follows:

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Table 3. Linear Regression Coefficient Estimation Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-6.695	1.613		-4.150	.000
Lifestyle	.086	.020	.314	4.345	.000
COO	.145	.018	.584	8.085	.000

a. Dependent Variable: Purchasing Intentions

The multiple linear regression equation model obtained as follows:

$$Y = -6,695 + 0.086X_1 + 0.145X_2$$

Descriptions:

-6,695 = Constant
Y = Purchasing Intentions
X₁ = Lifestyle
X₂ = Country of Origin

From the multiple linear regression test, a constant value of the test is -6,695 (minus). It means when the respondent does not consider the lifestyle and country of origin of South Korea's beauty products, the respondent's purchase intention will not arise or the respondent does not intend to buy the product. It explains that women's intention to buy cosmetics is influenced by the lifestyle and the country where manufactures these beauty products. However, if you do not consider the two variables, purchase intention does not occur. The purchase intention to buy cosmetics must be influenced by the consumer's lifestyle which wants to care for the skin and look beautiful. They will tend to use their free time to find information about current beauty trends, beauty products that are in vogue, which countries are the beauty centers and cause a pride feeling when they use these beauty products. Likewise the influence of country of origin. If consumers do not know information about a country that produces beauty products, beauty products innovation from that country, materials and technology used to make products, the country's reputation, the human resources, they will not intend to buy the product.

4.2. Discussion

Lifestyle and Purchase Intention

The results of multiple linear regression analysis show that Lifestyle (X_1) influences the purchase intention of South Korean beauty products (Y). This proves the hypothesis that states "*There is an influence of Lifestyle on the purchase intention of beauty products from South Korea*". This also explains the current phenomenon that using beauty products series has even become a lifestyle for many women in Indonesia. In fact, based on the results, the statement "*The shopping activity for beauty products makes me happy*" indicates a high mean value. This means, shopping for beauty products is no longer a necessity, but also as a means of entertainment for Indonesian women, especially in East Java today. Respondents' approval of this statement is also evidence that buying beauty products has become a lifestyle for them.

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The results of this study are in line with the theory put forward by Sumarwan (2015) that changes in a person's lifestyle will also change one's consumption patterns. It can be seen from the respondent's spending at least Rp300,000 per month to buy beauty products in an effort to treat and please themselves. Fitriani et. al (2014) also state that lifestyle has a significant influence on purchasing decisions made by consumers. Similarly, Risnawati and Hasbi (2015) suggest that lifestyle instruments (activities, interests, and opinions) have an influence on consumer decisions in buying cosmetic products. In addition, Mohiuddin (2018) states that social status is one of the key components of how and why a person purchases certain goods and services, which then influencing the quality and number of purchases. So, it is not surprising when the results of this study were then dominated by women respondents between the ages of 19-23 years, which have last education of high school and college student. At this age, women tend to be interested in things that are trendy and pay more attention to appearance because of travel habit, so it requires them to be more beautiful and attractive in the other's eyes.

Country of Origin and Purchase Intentions

The changes lifestyle in buying beauty products encourages women to find out the latest trends of beauty products from various media. For example beauty trends from which countries are currently the most followed by women in the world. South Korea in recent years has become a new center in beauty world. It can be seen form 78% of respondents in this study stating that South Korea is a famous country for producing beauty products. The statement of "*South Korea always has new*

innovations in creating beauty products" gets a high mean value which means respondents agree that South Korea always has new innovations in creating beauty products. South Korea's innovations in producing beauty products attract Indonesian women. The use of natural ingredients, creation of a unique products, and intense promotion by cooperating with actors and actresses who are on the rise directly or indirectly encourage consumers to buy beauty products from South Korea.

Korean Wave phenomenon is the main factor that makes beauty products from South Korea have many enthusiasts. Korean dramas and commercial advertisements featuring actors and actresses with clean and smooth white skin, V shape face (oval face shape with pointed chin) made the main consumers (young women) make them as role models in appearance. This is supported by the study results which are dominated by women respondents aged 19-23 years, where in their daily life they use most of their time to play gadgets or surf on social media, watch Korean dramas, or follow their idol activities. The appearance of the actors and actresses who have smooth faces without flaw, sparkles, gaunt face lines, white and bright skin in Korean dramas or cosmetics advertisements encourage women to have appearance like that.

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The influence of the country of origin in the study is in line with Haliun and Cho (2015). Haliun and Cho (2015) state that the country of origin positively influences product evaluation and consumer purchase intentions. The existence of social networks that currently connect the international world also moderates the effect of the country of origin in the products evaluation by consumers. Consumers who have better connections to people in the international world tend to evaluate products originating from Asia developed countries more positively (Haliun and Cho, 2015). In line with Pileliene and Petkeviciene (2014) which state that consumers care about the country of origin of the product when choosing beauty products. In addition, Sulu et. al (2016) also state that consumers prefer cosmetic products which are originating from the United States, South Korea, and Indonesia.

While Zholfagharian and Sun (2010) state that bicultural communities are less ethnocentric and less vulnerable to the effects of country of origin. This is in accordance with Indonesian society which consists of various ethnic and ethnic groups, so it is not surprising when people are interested in foreign beauty products rather than local products. This is in line with Degoma and Shetermam (2014) which stating the influence of the country of origin is more important on perceived quality than on purchase intentions. The impact of the image of countries of origin and abroad on quality perceptions and purchase intentions are positive and significant. It implies that the country of origin's image influences purchasing decisions and quality perception on domestic and foreign products.

5. Conclusions & Suggestions

The conclusion of this study is Lifestyle and Country of Origin simultaneously or partially have a positive influence on purchasing intention of South Korean beauty products. Country of origin has a greater effect on purchasing intention of South Korean beauty products.

Limitations in this study is only limited to women respondents so that it is not yet known the effects of lifestyle, country of origin, and purchase intention on men respondents. It is also unknown what beauty products are the most purchased by respondents so far. Further study could examines the influence of lifestyle and country of origin on men consumers and what beauty products are often bought by consumers.

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