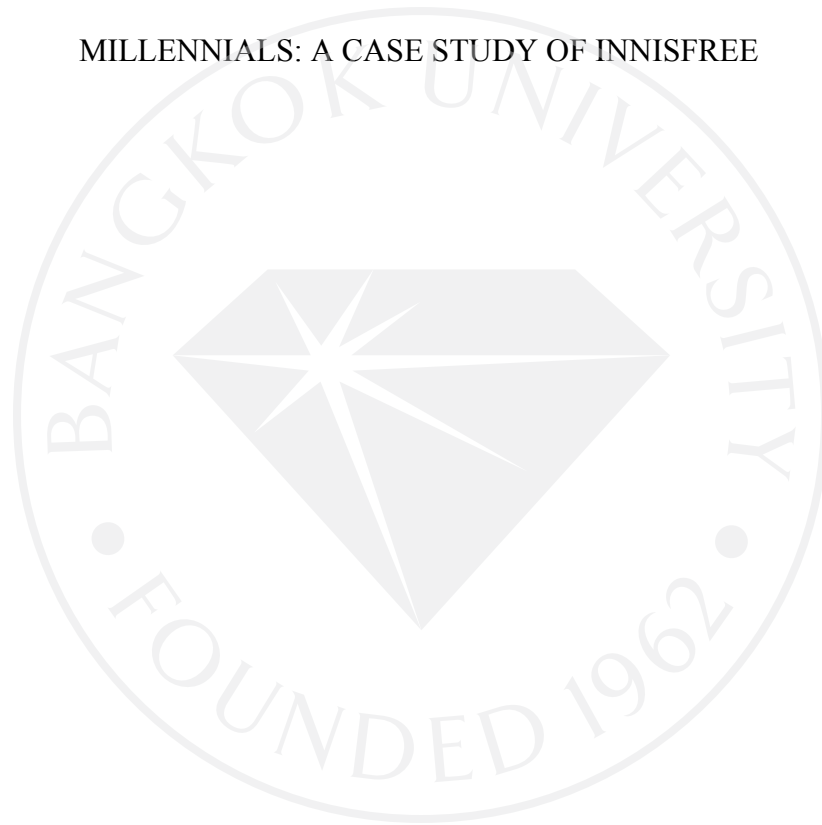
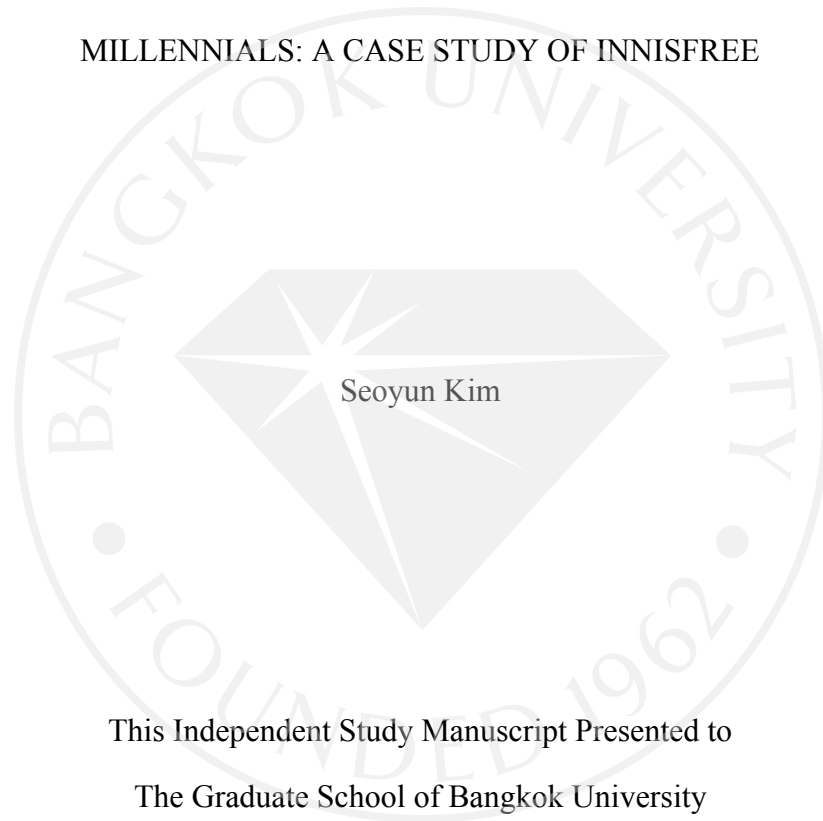


AN USER-GENERATED CONTENT STRATEGY ON BRAND EQUITY AND CUSTOMER
SATISFACTION TOWARD PURCHASE INTENTION AMONG SOUTH KOREAN
MILLENNIALS: A CASE STUDY OF INNISFREE



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An User-Generated Content Strategy on Brand Equity and Customer Satisfaction toward Purchase Intention among South Korean Millennials: A Case Study of Innisfree (97 pp.)

Advisor: Asst. Prof. Pacharaporn Kesaporn, Ph.D.

ABSTRACT

With the evolution of digital environment, consumers have changed the way they make a purchase. Traditional mass marketing is no longer effective but digital content marketing is highly influenced by today's consumers. Millennials are a large consumer group considered as the most influential target for marketers and technologically sophisticated generation. They are strongly influenced by user-generated content (UGC) when it comes to seeking out honest information about a product or service in order to make a good purchase. The study aimed to examine the influence of the frequency of media exposure to related UGC on YouTube on their perceived brand equity, customer satisfaction and intention to purchase Innisfree among South Korean millennials. The researcher opted to use quantitative research by using convenience sampling method and one hundred sixty-nine South Korean millennials were selected to respond to the questionnaire. The data was tabulated and analyzed by using Spearman correlation and

Multiple Linear Regression at a significance level of .05. The findings revealed as follows: (1) Consumers' frequency of exposure to Innisfree related UGC on YouTube was significantly positively correlated with their perceived brand equity toward Innisfree. (2) Consumers' frequency of exposure to Innisfree related UGC on YouTube was significantly positively correlated with their satisfaction toward Innisfree. (3) Consumers' overall perceived brand equity and their satisfaction significantly predicted purchase intention toward Innisfree at the rate of 77.2%, but there was not a significant prediction from brand association. The findings mainly show millennials significantly trust UGCs on YouTube when it comes to creating their brand equity and purchase decision. The researcher suggests that digital marketers refer to these findings to target millennial consumers by approaching them with the appropriate marketing strategies.

Keywords: User-generated content, Brand equity, Customer satisfaction, YouTube, Millennials, Purchase intention, Innisfree

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CHAPTER 1

INTRODUCTION

This research aims to examine the influence of the frequency of media exposure to related user-generated content on YouTube on perceived brand equity, customer satisfaction and purchase intention toward Innisfree among South Korean millennials.

The introduction of this study is divided into six topics as follows:

1.1 Rationale and Problem Statement

1.2 Objective of Study

1.3 Research Questions

1.4 Scope of the Study

1.5 Significance of the Study

1.6 Definitions of Terms

1.1 Rationale and Problem Statement

The evolution of the Internet with the advent of Web 2.0 technologies brought the new digital platforms for marketers to build their marketing strategies in order to put the right consumer in the right place. With the development of Web 2.0, consumers were given the ability to freely interact with each other and share their opinions with millions of other people through the Internet and social networking applications. Today's

consumers usually search for advice and recommendations about a brand or a product through the reviews before they actually make a purchase. They tend to trust the honest evaluations and reliable opinions through User-Generated Content (UGC) created by other consumers, compared to the information provided by the company. In this sense, reviews on UGC are considered to be highly influential in creating positive or negative impact on consumers' brand recognition and purchase intention.

Korea Internet & Security Agency found 75% of young Koreans joined online communities or forums to discuss topics such as food, beauty and entertainment. According to a survey conducted by Statista (2017), as of the third quarter of 2017, 84% of the Korean population aged between 16 and 64, were active social media users and YouTube was ranked as the most popular social platforms, with a 74% penetration rate. YouTube has become the largest social video sharing platform in South Korea with the user base of approximately 25 million. The majority of South Korean consumers, especially millennial consumers, enjoy spending a lot of time online and watching UGC which relates to their interests and thoughts. They are strongly influenced by social contents especially when it comes to buying decisions since these contents contain a diversity of information and opinions about what they are looking for.

Purchasing cosmetic products has become an essential consumption habit in our daily lives. People increasingly use makeup to enhance their facial attractiveness and self-satisfaction. These people are passionate about sharing and exchanging their

perspectives on beauty trends through social media. The number of people watching fashion and beauty related videos on YouTube has increasingly grown and these videos are usually generated by individual users such as social celebrities and beauty influencers (Coursaris & Osch, 2016). Of the entire marketing buzz that is created within the beauty world on YouTube, 97% is created by individual video bloggers and other content creators (Marshall, 2014). These social influencers are people who have established their influence over the years and have been recognized by consumers and companies for their expertise in a particular industry through the use of YouTube facilitated by the features of UGC. It is undeniable that YouTube is an ideal platform that enables viewers to get more vivid images and detailed information as narrative unlike other platforms which are limited to static and textual content.

Social influencers who mainly post their video content on YouTube are usually called YouTube vloggers and their videos are known as the vlog. The content of their vlogs cover a wide range of their lives, from their daily makeup routine to their monthly favorite cosmetic purchases. These vloggers offer useful knowledge to their viewers such as makeup skills and purchase tips so the viewers are enthusiastically involved in interacting with them. They communicate online with each other by commenting and replying about the video. Meanwhile, because of vloggers' expertise and objectiveness, their opinions have a huge impact on their viewers' brand equity and buying decisions (Mir & Rehman, 2013). The more an individual was exposed to media advertisements,

the more they will remember the contents by identifying the right brand and product for their purchase. In that case, UGC on YouTube may play an important role in creating consumers' purchase decision. These UGCs have become very popular in the digital world intensely affecting both brands and their customers and its effect brings the higher brand equity and the greater customer satisfaction.

Innisfree, known as the famous South Korean cosmetic brand owned by Amore Pacific Corporation, has gradually held numerous nature-oriented campaigns and eco-friendly events with a lot of worldwide beauty influencers on YouTube. There are loads of Innisfree related videos on YouTube that contain sponsored promotions as well as honest reviews about personal purchase, created by worldwide YouTubers. Innisfree's target customers are people with low to medium income especially those aged from 16 to 30 years old (Linh, 2016). Innisfree actively implements digital marketing strategies to increase their brand value and attract their targets. Innisfree has recently launched its first ever music video on YouTube to promote their new range of cushion products for worldwide customers. Innisfree has finally become the best selling beauty brand across all categories in South Korea in 2015. It is obvious that Innisfree strongly supports UGC marketing strategy investing in effective YouTubers for media advertisements in order to raise consumers' awareness of the brand and sales rate.

Past studies have proved that media advertisements and consumers' intention are factors of creating their brand equity, but none of the studies had tested the role of UGC

strategy in building brand equity and customer satisfaction directly to see how they affect consumers' purchase intention. Moreover, there is a paucity of research on a specific cosmetic brand with a particular generation so this study conducted a case study of Innisfree with millennial generation. Due to this knowledge gap, this study will examine the effect of Innisfree related UGC on brand equity and customer satisfaction toward purchase intention of Innisfree with South Korean millennial consumers. The problem statements of the study were developed as follows:

1. Is millennial consumers' frequency of exposure to Innisfree related UGC on YouTube positively correlated with their perceived brand equity toward Innisfree?
2. Is millennial consumers' frequency of exposure to Innisfree related UGC on YouTube positively correlated with their satisfaction toward Innisfree?
3. Are millennial consumers' perceived brand equity and their satisfaction the significant predictors of their intention to purchase Innisfree?

1.2 Objectives of Study

- 1.2.1 To examine the correlation between millennial consumers' frequency of exposure to Innisfree related UGC on YouTube and their perceived brand equity toward Innisfree.
- 1.2.2 To examine the correlation between millennial consumers' frequency of exposure to Innisfree related UGC on YouTube and their satisfaction toward Innisfree.

1.2.3 To examine whether millennial consumers' perceived brand equity and their satisfaction are the significant predictors of their intention to purchase Innisfree.

1.3 Research Questions

RQ_1 : How millennial consumers' frequency of exposure to Innisfree related UGC on YouTube is correlated with their perceived brand equity toward Innisfree?

RQ_2 : How millennial consumers' frequency of exposure to Innisfree related UGC on YouTube is correlated with their satisfaction toward Innisfree?

RQ_3 : Were millennial consumers' perceived brand equity and their satisfaction significant predictors of their intention to purchase Innisfree?

1.4 Scope of the Study

Innisfree is one of the most popular cosmetic brands for worldwide millennial consumers. Unlike other brands, Innisfree has always been highlighted as a healthy and natural brand that only sell products made of pure organic ingredients. In Korean society, more and more consumers aggressively argue ingredients of their skincare and cosmetic products due to the unreliable advertisement about an exaggerated effect of use. But Innisfree is recognized as a cost-effective brand with trustworthy quality and reasonable price range. Innisfree offers their customers the regular promotions and discount events to let their them consistently engage in the brand. Also, Innisfree actively manages their

social media channels such as YouTube, and regularly collaborates with famous influencers in order to keep their customers be exposed to their brand and new products. For these reasons, Innisfree was chosen to be the most appropriate brand for deeply studying on this topic against the other competing brands.

The researcher will use quantitative research approach by conducting an online questionnaire surveying one hundred sixty-nine South Korean millennial consumers who have used or purchased Innisfree products and services in the past year. The primary group of the samples are YouTube users aged from 20 to 37 years old. This age group of people is chosen as they are in the part of Innisfree's main target customers (Linh, 2016). Also, this group is considered as tech savvy population who are frequently exposed to social media when it comes to making their purchase decisions. The researcher will use convenience sampling method by asking a screening question in the questionnaire in order to collect the right samples.

1.5 Significance of the Study

Firstly, there is a paucity of research on a specific cosmetic brand focusing on particular online contents and examining how they generate consumers' purchase intention. Therefore, this study will extend previous studies and aim to achieve the significance of user-generated content, which relate to Innisfree brand and products, on YouTube affecting viewers' overall perception of Innisfree and future purchase intention.

Secondly, the findings of the study will serve guidelines of social media marketing especially for cosmetic companies in South Korea. It will increase business marketers' awareness of what improves brand equity and affect millennial consumers' purchase intentions through social media.

Thirdly, the results of the study will be significant for providing beneficial information on developing brand marketing activities and understanding consumers' purchase behavior in the future. Also, it will assist the stronger and better communication between the brands and the consumers.

Lastly, this study will have significant value for how powerful the user-generated content strategy is compared to company-generated advertising content. It will also support how influential social media marketing is especially when targeting millennial consumers.

1.6 Definition of Terms

1.6.1 **User-Generated Content (UGC)** refers to “ i) content made publicly available over the Internet, ii) which reflects a certain amount of creative effort, and iii) which is created outside of professional routines and practices.” defined by OECD (Vickery & Wunsch-Vincent, 2007).

1.6.2 **YouTube** is an American video-sharing platform created by three former PayPal employees in 2005. Users on YouTube are allowed to interact with other people

by sharing videos, commenting on videos, liking or disliking videos and subscribing to other users. YouTube offers a wide variety of user-generated and corporate media videos.

- 1.6.3 **Vlogger** is a video blogger, usually shortened to vlogger, who creates the video content and uploads on various video websites.
- 1.6.4 **YouTuber** refers to a YouTube vlogger, or YouTube content creator, who makes the videos and uploads on YouTube channel, personalized subpages of the YouTube website.
- 1.6.5 **Brand Equity (BE)**, customers' brand equity, is the customers' perceived value of a brand name or logo that identifies a particular product or service. Brand names and logos that increase or decrease the value of products or services the company sells. The brand equity consists of four components as follows:
- (1) **Brand Awareness (BW)** refers to the extent to which customers are able to recognize a brand and correctly associated with a particular product. Brand awareness is a key consideration in consumer buying behavior and consumers' ability to recall a brand is central to their decision making.
 - (2) **Brand Association (BA)** refers to a deep seated in customers' mind about a brand. Brand associations are the attributes of brand that bring consumers the positive images and symbols associated or related with a specific brand name or brand benefits.

(3) Perceived Quality (PQ) refers to customers' opinion about the overall perception of the overall quality of a product or service with respect to its intended purpose of use as against its alternatives. Perceived quality is an intangible and subjective feeling about a brand perceived by customers.

(4) Brand Loyalty (BL) refers to the extent to which consumers constantly purchase the same brand or same product. Brand loyalty is consumers' psychological and emotional response to brand preference, which reflects their positive belief, trust and loyalty of the brand.

1.6.6 **Customer Satisfaction (CS)** is the degree of customers' feelings of pleasure or disappointment resulting from comparing between particular goods or services provided by a company and his or her expectations. It is a consumers' overall evaluation based on their total purchase and consumption experiences. In today's marketing, customer satisfaction is considered as one of the top elements of a company's success.

1.6.7 **Purchase Intention (PI)** is a measure of the willingness of consumers to purchase a specific product or a service in certain condition. But consumers' interest to purchase depends on their ability and condition. They change their buying decisions because of the influences of various factors such as psychological factors, personal factors, social factors, and economic factors, etc.

Consumers usually consider these factors and evaluate before they actually make a purchase.

- 1.6.8 **Innisfree** is a South Korean cosmetic brand owned by Amore Pacific Corporation. Innisfree was launched in 2000, marketed as its first eco-friendly brand. The brand name is inspired by William Butler Yeats' 'The Lake Isle of Innisfree', one of the most famous poems that expresses a longing to leave behind urban life for a beautiful peaceful island. Innisfree uses the slogan 'Innisfree, the pure island where clean nature and healthy beauty coexist in harmony. Innisfree's eco-friendly green life to preserve the balance of nature'. Innisfree sell products range from makeup to skin care products for both women and men, and the majority of the product ingredients are sourced from Jeju Island.

CHAPTER 2

LITERATURE REVIEW

This chapter aims to provide a synthesis of past studies on brand equity, customer satisfaction and its effect on consumers' purchase intention. Moreover, this chapter explores the concepts, principles, and the related theories to develop the hypotheses and the theoretical framework. This chapter consists of the topics as follows:

2.1 A Synthesis of Past Studies

2.2 Marketing to Millennials

2.2.1 Theory of Generations

2.2.2 Technological Characteristics of Millennials

2.3 Innisfree and its Digital Marketing Strategy

2.3.1 Social Media Marketing

2.3.2 User-Generated Content on YouTube

2.4 Key concepts of Brand Equity

2.5 Key concepts of Customer Satisfaction

2.5.1 Importance of Customer Satisfaction

2.6 Model of Consumers' Purchase Intention

2.7. Key concepts of Expectancy-Value Theory

2.8 Hypotheses

2.9 Theoretical Framework

2.1 A Synthesis of Past Studies

Considering several past studies, the researcher found that user-generated content on YouTube affects purchase intention of consumers significantly. According to a survey conducted by Lepistö and Vähäylikkä (2017), six out of eight respondents answered that they have purchased any of the products or services that YouTubers have recommended because they felt the product was useful and looked good. They stated that their purchase decision is based on the YouTubers' own marketing instead of commercialized content. Moreover, seven of the respondents mentioned YouTube as a platform that strongly impacts their buying behavior. Earlier studies also indicated that, when it comes to cosmetic purchase, consumers are more influenced by an online review generated by other users than by advertisements because the company often overestimates the effect of use of their products. Consumers think the opinions of YouTubers are perceived to be the most credible for them to seek product information and experiences (Bae & Lee, 2011). It is obvious that user generated advertising has a strong impact on building consumers' purchase behavior.

There are many studies that supported the significant relationship between brand equity and purchase intention. When YouTubers upload their video content mentioning a specific brand, this can benefit the purchase intention of the brand (Verhellen, Dens, &

Pelsmacker, 2013). Brand equity comes from the consumers' confidence in a brand. The greater the confidence they place in the brand, the more likely they are willing to pay a high price for it (Lassar, Mittal, & Sharma, 1995). Although the purchase decision will be influenced by brand attributes, it is decided by consumers' perception about the brand equity in a deeper sense (Zhang, 2015). Therefore, brand equity can have a positive effect on purchase intention and this is consistent with Aaker (1991).

In today's competitive marketplace, companies should further build their customer relationship besides their brand equity. The importance of customers in business has made it vital to always need for customer analysis before, during and after sales. When customers have good perceptions about a brand, they will always choose to go for the brand because consumers create their preferences relative to their attitudes about the brands competing in their minds (Larréché & Gatignon, 1998, p.152). Customer purchase frequency captures the strength of relationship between the company and customers because prior research has considered the frequency to be an important indicator of the relationship that is also positively connected to customer lifetime value. This does not only show the importance of customers in business process but also the importance of satisfying them with the brand.

Previous studies have confirmed that advertisement can influence brand equity and customer satisfaction that are significant for a brand. Many brands these days have already used advertisement through social media to reinforce their brand equity with

consumers. However, very few studies have examined the impact of media exposure on creating millennial consumers' brand equity and their purchase intention in cosmetic industry which is considered as strong growth potential in South Korea. Considering this knowledge gap, this study would like to examine the millennial consumers' frequency of UGC exposure and how it is correlated with their brand equity and satisfaction toward purchase intention.

2.2 Marketing to Millennials

The millennial generation, as simply known as millennials, are a large and pivotal consumer group where the marketers in a company should consider this influential market a priority and make appropriate strategies. It is becoming more important for marketers to understand the characteristics and consumer behavior of millennials with special attention accessed by generational approach.

2.2.1 Theory of Generations

The term generation refers to groups of individuals who shared approximately the same birth years. Most experts divided generations into the five groups as follows; veterans also known as traditionalists or silent generation (born roughly from 1925 to 1945), baby boom (born roughly from 1946 to 1964), Generation X also known as baby busters (born roughly from 1965 to 1979), Generation Y referred to in this study as

millennials (born roughly from 1980 to 1999) and Generation Z also known as post millennials (born roughly from 2000). Generational differences were formed by key societal factors such as economic circumstances, historical events, and cultural values that affected the life experiences and perspectives on the world. People born in different year ranges had different lifestyles, different social and economic values, and different perceptions. In other words, according to Chen and Choi (2008), people who belonged to the same generation tend to develop similar work and life values, which shaped their attitudes, behaviors and beliefs that guide their behavior.

2.2.2 Technological Characteristics of Millennials

Crampton and Hodge (2011) described Generation Y, referred to millennials in this study, as the most educated, well-travelled, and technologically sophisticated who live in a world of computers, the Internet, DVDs, and cell phones. Millennials are an attractive and influential consumer group that marketers are required not only a development of marketing strategy but as well new models of businesses by selecting the interactive approach in order to target this phenomenon. Millennials have created a new challenge for marketers because this group is no longer as influenced by traditional mass advertisements as earlier generations.

The World Wide Web was born and millennials are considered the first digital natives of the world that they have grown up in this emerging world of technology.

Millennials are digitally more active than any previous generations since they are permanently connected to a variety of digital platforms to openly share their interests and activities with others. Millennials consume significantly less traditional video media and they are instead opting for digital alternatives like Video on Demand (VoD) services on Netflix and Amazon or other social platforms like YouTube, which this study focused on (O'Connor, 2016). Millennials digitally seek out product reviews or purchase experiences of other people when it comes to their purchasing consideration.

2.3 Innisfree and its Digital Marketing Strategy

Innisfree is considered as No.1 naturalism-oriented brand among South Korean cosmetics and skin care brands. Innisfree is dedicated to deliver the products made of healthy and organic ingredients from the natural benefits of pure Jeju Island and they aim to raise their environmental friendly brand image. Consumers, especially green consumers, will be impressed by Innisfree because of its variety of eco-friendly green life campaigns such as using eco-handkerchief and used bottles recycling activities based on their brand concept 'Save the Earth'. Innisfree provides customers with various experiences of saving the earth and making a social contribution through practicing green life. Innisfree is getting popular and increasingly experiencing in many countries such as Thailand, Malaysia, Singapore, China, Hong Kong, Taiwan, Australia and the United States.

Innisfree's main target customers are college students and young adults who aged around 18 to 35 years old who were born roughly within the millennial generation and these people generally seek for good quality of cosmetic products priced at low to medium. For these targets, Innisfree digitally collaborates with a lot of beauty influencers through social media platforms by updating their new store openings and introducing new products. Innisfree would sponsor some famous influencers on their videos and conduct 'like and share' event to have product giveaways in order to increase brand awareness. Meanwhile, some influencers would share their honest reviews about the products they recently bought with their fans and other customers. Moreover, Innisfree engage Korean celebrities such as Yoon-A and Lee Min-Ho as their representing ambassadors and occasionally collaborates with a popular idol group such as Wanna One for their limited collection. Hence, Innisfree could easily reach the target audience, especially the huge number of worldwide K-pop fans.

2.3.1 Social Media Marketing

Evans (2008) explained social media relates to a self-generated, authentic conversation between people about a specific subject of mutual interest, built on the thoughts and experiences of the participants. Social media is, therefore, an online community for generating the contents and sharing with people who have a common thought and experience. Social media marketing refers to the use of social networks to

promote a brand or service and it is becoming an essential part of technologic marketing strategies. The advanced technology Internet has become the common tool that consumers look for information about products and services they are deciding to purchase. Consumers easily find the user-generated content by previous consumers and they will certainly trust and utilize the reviews when they consider their purchase. If the branded product they are going to buy is reviewed negatively, they would not purchase that product but consider similar alternatives. It clearly showed from the past studies that social media played a significant role of influencing consumers by building their brand equity and purchase intention. This is why listening to them is becoming more important for marketers to develop their social media marketing strategies.

2.3.2 User-Generated Content on YouTube

The growth of the Internet and Web 2.0 technologies brought an enormous rise of online media contents which structured the basis of User-Generated Content (UGC). UGC is the term used to describe a wide range of media and creative content created by individuals of an online system and is publically available to other consumers and users. YouTube is one of the largest UGC sites especially professional in video sharing and it began in 2005 by three former PayPal employees. On this platform, users from around the world are able to enjoy creating and uploading the video contents for free. YouTube has a wide variety of UGCs specialized in beauty, fashion, travel, education, music,

games, culture and so on. According to a methodology of the case study, this study focused on UGC related to Innisfree, such as evaluations and reviews about Innisfree products, shared on YouTube site.

2.4 Key concepts of Brand Equity

According to Aaker (1991), brand equity is defined as a set of brand assets linked to a brand, its name, and symbol that add to or subtract from the value provided by a product to a company and that company's customers. Keller (2013, p.69) defined the concept of customer-based brand equity as "the power of a brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time. That is, the power of a brand lies in what remains in customers' minds and hearts." In this study, brand equity of Innisfree will be measured by four elements divided as follows:

(1) Brand Awareness

Brand awareness is defined as the ability of a potential customer to recognize or identify the brand during the process of purchase decision. According to Keller (1993), brand awareness plays one of the key roles that it affects consumer decision making for three main reasons. First, consumers consider the brand when they think of a certain product category. Raising brand awareness increases probability that the brand will be a part of the evoked set. Second, brand awareness affects purchase decisions about brands

in that evoked set. For example, consumers adopt a buying decision rule that they consume only familiar and well-established brands. Lastly, brand awareness affects consumer decision making by influencing the strength of brand associations in the memory for brand image.

(2) Brand Association

Brand equity occurs when the consumer has familiarity with the brand and some favorable, strong, and unique brand associations in memory (Keller, 2013). Brand image is defined as the perception about a brand as reflected by the brand associations held in consumer memory. Brand associations are informational links to the brand and involve the meaning of the brand for consumers. Keller (2013) also claimed that the favorability, strength, and uniqueness of brand associations are the elements distinguishing brand knowledge that play an essential role in determining responses that construct brand equity. Associations differ on how favorably they are evaluated by consumers considering their need satisfaction. The strength of associations depends on how the information reaches consumer memory and how it is established as part of the brand image. The uniqueness of brand associations is vital issue of brand positioning that the brand has to possess a sustainable competitive advantage that gives consumers a compelling reason for buying that particular brand (Aaker & Shansby, 1982; Ries & Trout, 1986; Wind, 1982).

(3) Perceived Quality

A customers' perceived quality of a brand is subjective. Perceived quality cannot necessarily be objectively constructed as it is a summary formation. During the process of building brand equity, brands try to impress customers by influencing their perception about the quality of a product or service. Meanwhile, brands can create a positive brand image. Perceived quality can be considered one of the main reasons that customers make a repeat purchase by paying higher prices for a product. Customers' perceived brand quality is considered to have an effect on brand loyalty (DeLong, Bao, Wu, Chao, & Li, 2004).

(4) Brand Loyalty

Aaker (1991) stated that the reason that consumers tend to make repeat purchases from the same brand consistently, despite similar products offered by competitors at lower prices, is because of brand loyalty. So the brand loyalty represented here is that it shows a favorable belief or attitude toward a brand manifested in repeating buying behavior. Loyalty to a brand is considered as a core component of brand equity. The more loyal customers a brand has, the stronger the position the brand keeps against the competing brands. Brand loyalty is often considered to increase the probability of brand choice, as well as produce the larger group of loyal customers and decrease vulnerability to competitive marketing actions.

2.5 Key concepts of Customer Satisfaction

Individuals or organizations who purchase the goods or services provided by companies are called customers. When customers are pleased with either the product or services, it is termed satisfaction. Satisfaction can be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance and outcome against their expectations (Kotler & Keller, 2009). Thus, customer satisfaction is defined as "the consumer's attitude of the evaluation of the perceived discordance between their expectations and the performance of products or services after its consumption" (Tse & Wilton, 1988). In short, customer satisfaction could be the pleasure or positive perceptions obtained from consuming an offer.

2.5.1 Importance of Customer Satisfaction

Being conversant with consumers' needs can be considered as the center of successful business. The core activity of the company's marketing strategy is consumers so the research on their needs, preferences and satisfaction evaluations are of great importance. Failure to meet their needs and preferences is assumed to result in dissatisfaction with a product or service. This difference leads to a gap between expected service and perceived service. Successful brands not only satisfy customers with the great experience of the products but also build a strong rapport by exceeding their expectations. In general, customer satisfaction affects consumers' future buying and leads to customer loyalty. Customer loyalty is no longer a choice for business, it is an inevitable way for

companies to build sustainable competitive advantages to increase their growth. Bridging the gap between the company's internal improvements and external measurement of customer needs and satisfaction is an important aspect for the success of a business.

2.6 Model of Consumers' Purchase Intention

Fishbein and Ajzen (1975) defined intention as “an individual's subjective likelihood that he or she will conduct some performance”. So purchase intention can be defined as the willingness of consumers to make their purchases. In other words, purchase intention is consumers' intention to buy a product or a service in the future (Hsu & Tsou, 2011; Saxena, 2011). Consumers usually make a purchase after consideration and evaluation. It is important to understand the process of their purchase decisions.

In 1968, Engel, Kollat, and Blackwell developed a purchase decision-making model of consumers, known as EKB model for short. The process of EKB model is divided into five stages which are problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

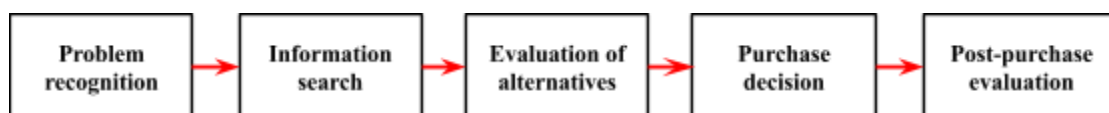


Figure 1: Purchase decision-making model

- (1) Problem recognition is the stage that consumers identify their needs or problems generated by the internal and external causes, and initiate a decision process to search for changes on current states.
- (2) Information search is the stage that consumers search for information to determine their purchases.
- (3) Evaluation of alternatives is the stage that consumers evaluate and compare different products based on their personal preferences, standards and conditions.
- (4) Purchase decision is the stage that consumers make the final decision depending on the comprehensive results of the previous stages.
- (5) Post-purchase evaluation is the last stage of the process that consumers examine and evaluate the product features in order to sum up their purchase experiences which could be helpful for next purchase decisions.

2.7. Key concepts of Expectancy-Value Theory

Expectancy-value models are imperative for marketers to better understand how consumers create their attitudes on beliefs of knowledge they have about an object or action and their evaluation of these particular beliefs. According to expectancy-value theory founded by Fishbein (1967), each belief associates the object with a certain attribute. A person's overall attitude toward an object, such as a product, is determined by the subjective values or evaluations of the attributes associated with the product and by

the strength of these associations (Ajzen, 2008). The basic formula of Fishbein model is shown below, where A is the attitude toward a particular product or service, b_i is the strength of the belief that the product or service has attribute i , e_i is the evaluation of attribute i , and n is the number of attributes (Fishbein, 1967).

$$A \propto \sum_{i=1}^n b_i e_i$$

To understand the basis of consumer behavior, we must examine the beliefs consumer hold about their interested product in accordance with this model. A consumer can hold either negative or positive beliefs toward the product. A behavioral intention is defined by the consumers' beliefs or feelings with respect to the product or service (AlSamyda, Hmod, & Suaad, 2014).

2.8 Hypotheses

H_1 : Consumers' frequency of exposure to Innisfree related UGC on YouTube is positively correlated with their perceived brand equity toward Innisfree.

H_2 : Consumers' frequency of exposure to Innisfree related UGC on YouTube is positively correlated with their satisfaction toward Innisfree.

H_3 : Consumers' perceived brand equity and their satisfaction are significant predictors of consumers' purchase intention.

2.9 Theoretical Framework



Figure 2: Theoretical Framework

CHAPTER 3

METHODOLOGY

This chapter describes the procedures and research methodology to examine the theoretical framework and the hypotheses. This chapter consists of the topics as follows:

- 3.1 Research Design
- 3.2 Population and Sampling Method
- 3.3 Research Instrument
- 3.4 Research Pretest
- 3.5 Data Collection Procedure
- 3.6 Data Analysis and Interpretation
- 3.7 Demographic Data of the Samples

3.1 Research Design

The objective of this study is to examine the correlation between consumers' frequency of exposure to Innisfree related UGC on YouTube and their perceived brand equity and satisfaction toward purchase intention of Innisfree. This study would be applied with the quantitative research approach by using a survey as a tool in order to collect the data information and show the correlations among the frequency of related

UGC exposure, consumers' brand equity, customer satisfaction and their intention to purchase Innisfree.

3.2 Population and Sampling Method

The population of this study are South Korean millennial consumers who have used or purchased Innisfree products and services in the past year. The primary group of the samples are YouTube users aged between 20 and 37 years old. This age group of people is chosen as they are in the part of Innisfree's target group of customers (Linh, 2016). Also, this group is known to be the most digitally influential generation for today's marketers because they are considered as tech savvy population who are frequently exposed to social media when it comes to creating their purchase behavior. This study was applied with the quantitative research approach by conducting an online survey of one hundred sixty-nine South Korean millennials. The researcher opted to use convenience sampling method in order to collect the right data for hypothesis testing.

3.3 Research Instrument

The researcher developed the questionnaire and checked its internal validity by conducting an IOC test by two professional experts. The questionnaire for this study consists of five parts as follows: Demographic information, frequency of UGC exposure, brand equity, customer satisfaction and purchase intention.

Part 1: Demographic information

The first part consists of questions asking respondents to provide their demographic information including gender, age, level of education, occupation and financial status. The demographic items can be found in Part I of the Appendix.

Part 2: Frequency of exposure to Innisfree related UGC on YouTube

This part examines the respondents' frequency of exposure to Innisfree related UGC on YouTube by asking how frequently they perform Innisfree related UGC activities which include discovering, watching, browsing, recommending, bookmarking, and subscribing to YouTube videos or channels mentioning and advertising Innisfree brands and products. The researcher provides the answers ranging from rarely (1-2 times a month), sometimes (1-2 times a week), often (more than 3 times a week) to everyday. This part can be found in Part II of the Appendix.

Part 3: Consumers' perceived brand equity toward Innisfree

Keller's customer-based brand equity (CBBE) was used to measure the dimensions of brand equity which includes brand awareness, brand association, perceived quality, and brand loyalty (Aaker, 1991). Five-point Likert scale was used to provide responses ranging from (5) strongly agree, (4) agree, (3) neutral, (2) disagree to (1) strongly disagree, respectively. The researcher used the Likert scale having Cronbach's Alpha of 0.955 and four dimensions of brand equity are constructed as follows:

1. Brand Awareness (BW) includes the following statements: (1) Innisfree is a well-known cosmetic brand in my mind, (2) Innisfree is one of the brands that comes to mind when it comes to buying cosmetics, (3) I can recognize Innisfree in comparison with the other competing brands, (4) I know how Innisfree looks like. (logo, symbol, etc.), and (5) I well aware of Innisfree in the cosmetic market.

2. Brand Association (BA) includes the following statements: (1) Innisfree has its own personality which matches my personal preference, (2) Innisfree has a differentiated brand image in comparison with the other brands, (3) Considering what I would pay for Innisfree, I would get much more than my money's worth, (4) I like the company which makes Innisfree, and (5) I am proud to own a product of Innisfree.

3. Perceived Quality (PQ) includes the following statements: (1) Innisfree is of good functional quality. (color formation, persistence, etc.), (2) Innisfree is of good chemical quality. (ingredients, content, etc.), (3) Innisfree is of good package quality. (design, appearance, etc.), (4) I believe the performance of Innisfree is compatible to my expectation, and (5) I trust Innisfree's country of origin.

4. Brand Loyalty (BL) includes the following statements: (1) I consider Innisfree as my first choice in the cosmetic category, (2) I say positive things about Innisfree to others, (3) I recommend Innisfree to someone who seeks my advice, (4) I would like to use Innisfree more than other brands, and (5) I will buy Innisfree again in the future.

The items of brand equity can be found in Part III of the Appendix.

Part 4: Consumers' satisfaction toward Innisfree

Five-point Likert scale was used to measure the dimensions of customers' satisfaction toward Innisfree by providing responses ranging from (5) strongly agree, (4) agree, (3) neutral, (2) disagree to (1) strongly disagree, respectively. The researcher used the Likert scale having Cronbach's Alpha of 0.959 and customer satisfaction includes the following statements:

1. I am satisfied with the overall quality of Innisfree. (product, service, promotion, etc.)
2. I am satisfied with the price range of Innisfree.
3. I am satisfied with my decision to purchase Innisfree.
4. Innisfree does a good job of satisfying my needs.
5. Overall, I am satisfied with Innisfree brand.

This part can be found in Part IV of the Appendix.

Part 5: Consumers' purchase intention toward Innisfree

Five-point Likert scale was used to measure the dimensions of customers' purchase intention toward Innisfree by providing responses ranging from (5) strongly agree, (4) agree, (3) neutral, (2) disagree to (1) strongly disagree, respectively. The researcher used the Likert scale having Cronbach's Alpha of 0.770 and purchase intention includes the following statements:

1. I will purchase Innisfree when I need cosmetics.

2. I will consider purchasing Innisfree when there is a discount event.
3. I will purchase Innisfree even if there is no promotion.
4. It is likely that I will purchase Innisfree products recommended on UGC in the near future.
5. Being exposed to UGC advertisement enhances my intention to purchase Innisfree.

This part can be found in Part **V** of Appendix.

3.4 Research Pretest

The researcher developed the questionnaire in both English and Korean. The original items are in English, which were translated into Korean as the respondents of this study are limited to native Koreans. The translator, who is fluent in both English and Korean, checked its wording and corrected the mistakes by adjusting some unclear phrases of some questions. Then the researcher uploaded the questionnaire on Google Forms platform and it was distributed to 30 persons for pretesting, to ensure that all instruments and questions are clear to understand and respond. According to this survey platform, respondents' answers and information are confidential and protected.

Cronbach's Alpha coefficient to assess the reliability of the instrument was presented as follows:

Table 3.1: The Reliability of the instrument

	Cronbach's Alpha	N of Items
Brand Equity (BE)	0.955	20
Brand Awareness (BW)	0.743	5
Brand Association (BA)	0.867	5
Perceived Quality (PQ)	0.912	5
Brand Loyalty (BL)	0.894	5
Customer Satisfaction (CS)	0.959	5
Purchase Intention (PI)	0.770	5
Total	0.970	30

The results are acceptable since Cronbach's Alpha is higher than 0.7 which is the standard level of the reliability test. In other words, all the scales and each dimension of the level of reliability tests are possibly acceptable.

3.5 Data Collection Procedure

All guidelines and questions of the survey are originally developed in English. As this study was conducted among South Korean millennials, the questionnaire was translated into Korean by a professional translator who is fluent in both English and Korean. Participants could access to this online survey on Google Forms with a direct web link provided by the researcher. The researcher used convenience sampling method

by asking the screening question to all respondents before they actually begin to respond, in order to collect the right data for analysis. The questionnaire was distributed from 23rd of April to the 23rd of May and one hundred seventy-five respondents completed answering. The response rate of the questionnaire was shown as 96.6%, because the researcher had to remove six answers responded by inexperienced consumers who have not used or purchased Innisfree in the past year, based on the screening question. So the rest of one hundred sixty-nine selected answers were finally used for data analysis.

3.6 Data Analysis and Interpretation

In this study, all the collected data were statistically analyzed by using SPSS (Statistical Package for the Social Sciences).

H_1 : Consumers' frequency of exposure to Innisfree related UGC on YouTube is positively correlated with their perceived brand equity toward Innisfree.

Independent variables: Frequency of exposure to YouTube UGC

Dependent variables: Consumers' perceived brand equity

Statistical analysis: Spearman Correlation

H_2 : Consumers' frequency of exposure to UGC on YouTube is positively correlated with their satisfaction toward Innisfree.

Independent variables: Frequency of exposure to YouTube UGC

Dependent variables: Consumers' satisfaction

Statistical analysis: Spearman Correlation

H_3 : Consumers' perceived brand equity and their satisfaction are significant predictors of consumers' purchase intention.

Independent variables: Consumers' perceived brand equity and satisfaction

Dependent variables: Consumers' purchase intention

Statistical analysis: Multiple Linear Regression

3.7 Demographic Data of the Samples

The demographic information of one hundred sixty-nine respondents were collected from the questionnaire, including their gender, age, level of education, occupation, and financial status. The frequency and percentage of the samples are summarized in Tables as follows:

As shown in Table 3.2, the descriptive finding revealed that the majority of the samples were female (81.1%, $n = 137$) and male were (18.9%, $n = 32$), respectively.

Table 3.2: Gender of the samples

Gender	Frequency	Percentage (%)
Female	137	81.1%
Male	32	18.9%
Total	169	100%

As shown in Table 3.3, the descriptive finding revealed that the majority of the samples were in the age group of 20s (69.2%, n = 117), especially the age ranges of 25-29 years old (44.4%, n = 75), followed by age between 20-24 years old (24.9%, n = 42), 30-33 years old (20.1%, n = 34), and 34-37 years old (10.7%, n = 18), respectively.

Table 3.3: Age of the samples

Age	Frequency	Percentage (%)
20-24 years old	42	24.9%
25-29 years old	75	44.3%
30-33 years old	34	20.1%
34-37 years old	18	10.7%
Total	169	100%

As shown in Table 3.4, the descriptive finding revealed that the majority of the samples obtained a Bachelor's degree (63.3%, n = 107), followed by those who obtained a High school degree or under (20.1%, n = 34), a Master's degree (16%, n = 27), and a Doctoral degree or above (0.6%, n = 1), respectively.

Table 3.4: Level of education of the samples

Level of education	Frequency	Percentage (%)
High school or under	34	20.1%

(Continued)

Table 3.4 (Continued): Level of education of the samples

Bachelor's degree	107	63.3%
Master's degree	27	16%
Doctoral degree or above	1	0.6%
Total	169	100%

As shown in Table 3.5, the descriptive finding revealed that the majority of the samples represented they are employed (46.1%, n = 78), followed by an undergraduate or postgraduate student (34.9% , n = 59), a job applicant (17.2%, n = 29), a business owner (1.2%, n = 2), and unemployed (0.6%, n = 1), respectively.

Table 3.5: Occupation of the samples

Occupation	Frequency	Percentage (%)
Student	59	34.9%
Job Applicant	29	17.2%
Employed	78	46.1%
Business Owner	2	1.2%
Unemployed	1	0.6%
Total	169	100%

As shown in Table 3.6, the descriptive finding revealed that the majority of the samples are financially comfortable (40.8%, n = 69), followed by financially maintaining (29%, n = 49), financially very comfortable (18.9%, n = 32), and financially struggling (11.3%, n = 19), respectively.

Table 3.6: Financial status of the samples

Financial status	Frequency	Percentage (%)
I am struggling	19	11.3%
I am maintaining	49	29%
I am just comfortable	69	40.8%
I am very comfortable	32	18.9%
Total	169	100%

CHAPTER 4

FINDINGS

This chapter presents data interpretation and descriptive findings from data analysis gathered from 169 respondents. The researcher used Spearman Correlation and Multiple Linear Regression for data analysis and hypothesis testing. The findings revealed in this chapter are divided into two parts. The first part provides the descriptive analysis such as sum, mean, and percentage of dependent and independent variables, and the second part discusses the findings of hypotheses testing.

4.1 Summary of Findings of Descriptive Statistics

4.2 Hypotheses Findings

4.1 Summary of Findings of Descriptive Statistics

As shown in Table 4.1, the descriptive findings revealed that the majority of the respondents are sometimes exposed to Innisfree related UGC on YouTube (39.1%, n = 66), followed by those who are often exposed (26.6%, n = 45), rarely exposed (22.5%, n = 38), and exposed everyday (11.8%, n = 20), respectively.

Table 4.1: The frequency of exposure to Innisfree related UGC on YouTube

The frequency of exposure to Innisfree related UGC on YouTube	Frequency	Percentage (%)
Rarely (1-2 times a month)	38	22.5%
Sometimes (1-2 times a week)	66	39.1%
Often (more than 3 times a week)	45	26.6%
Everyday	20	11.8%
Total	169	100%

As shown in Table 4.2, it represents the criteria to interpret the degree of scales according to the samples' opinions toward each statement.

Table 4.2: Criteria for the degree of scales

Opinions toward the statement	Score	Mean	Interpretation
Strongly Agree with the statement	5	4.51 - 5.00	Strongly Agree
Agree with the statement	4	3.51 - 4.50	Agree
Neutral with the statement	3	2.51 - 3.50	Neutral
Disagree with the statement	2	1.51 - 2.50	Disagree
Strongly Disagree with the statement	1	1.00 - 1.50	Strongly Disagree

As shown in Table 4.3, the researcher examined the mean of each variable and divided it into low, medium and high level as follows:

Table 4.3: Criteria for the level of variables

Mean	Interpretation
3.68 - 5.00	High level
2.34 - 3.67	Medium level
1.00 - 2.33	Low level

Every statement consists of five-point Likert scale. The mean range for variables was calculated by subtracting the lowest scale from the highest scale and then it was divided by number of levels. Therefore, each level consists of 1.33 mean range.

$$\text{Mean range} = (\text{Highest scale} - \text{Lowest scale}) / \text{Number of levels}$$

$$\text{Mean range} = (5-1) / 3 = 1.33 \text{ for each level}$$

As shown in Table 4.4, the descriptive analysis of means and standard deviations of the samples' perceived brand equity revealed that the overall level of brand equity toward Innisfree is high ($M = 3.84$), which is between 3.68 and 5.00. According to each dimension of brand equity, brand awareness showed the highest mean ($M = 4.28$), followed by perceived quality ($M = 3.88$), brand association ($M = 3.65$), and brand loyalty ($M = 3.53$), respectively.

It indicates that the samples perceived the high level of brand awareness, for they significantly strongly agreed with the statement of being well aware of how Innisfree looks like, such as a brand logo and symbol, and they generally agreed with the rest of the statements of brand awareness toward Innisfree. Also, the samples perceived the high level of perceived quality, for they generally agreed with every statement of perceived quality toward Innisfree.

However, the samples perceived the medium level of brand association, for they were only neutral with the statement of having pride in possessing Innisfree products, but generally agreed with the rest of the statements of brand association toward Innisfree. Also, the samples perceived the medium level of brand loyalty, they were significantly neutral with the statements of considering Innisfree as their first choice and using Innisfree more than other brands, but generally agreed with the rest of the statements of brand loyalty toward Innisfree.

Table 4.4: Mean and standard deviation of the samples' perceived brand equity toward Innisfree

Brand Equity (BE)	M	SD	Interpretation
Brand Awareness (BAW)			
1. Innisfree is a well-known cosmetic brand in my mind.	4.14	.77	Agree

(Continued)

Table 4.4 (Continued): Mean and standard deviation of the samples' perceived
brand equity toward Innisfree

2. Innisfree is one of the brands that comes to mind when it comes to buying cosmetics.	4.20	.83	Agree
3. I can recognize Innisfree in comparison with the other competing brands.	4.50	.67	Agree
4. I know how Innisfree looks like. (logo, symbol, etc.)	4.86	.38	Strongly Agree
5. I well aware of Innisfree in the cosmetic market.	3.72	.81	Agree
Total	4.28	.53	High Brand Awareness
Brand Association (BA)			
6. Innisfree has its own personality which matches my personal preference.	3.52	.91	Agree
7. Innisfree has a differentiated brand image in comparison with the other brands.	3.79	.84	Agree
8. Considering what I would pay for Innisfree, I would get much more than my money's worth.	4.17	.77	Agree
9. I like the company which makes Innisfree.	3.66	.82	Agree
10. I am proud to own a product of Innisfree.	3.10	.88	Neutral
Total	3.65	.68	Medium Brand Association
Perceived Quality (PQ)			

(Continued)

Table 4.4 (Continued): Mean and standard deviation of the samples' perceived brand equity toward Innisfree

11. Innisfree is of good functional quality. (color formation, persistence, etc.)	4.08	.74	Agree
12. Innisfree is of good chemical quality. (ingredients, content, etc.)	4.12	.75	Agree
13. Innisfree is of good package quality. (design, appearance, etc.)	3.59	.94	Agree
14. I believe the performance of Innisfree is compatible to my expectation.	3.91	.71	Agree
15. I trust Innisfree's country of origin.	3.70	.73	Agree
Total	3.88	.60	High Perceived Quality
Brand Loyalty (BL)			
16. I consider Innisfree as my first choice in the cosmetic category.	2.62	1.04	Neutral
17. I say positive things about Innisfree to others.	3.84	.80	Agree
18. I recommend Innisfree to someone who seeks my advice.	3.97	.81	Agree
19. I would like to use Innisfree more than other brands.	3.02	.98	Neutral
20. I will buy Innisfree again in the future.	4.21	.78	Agree
Total	3.53	.74	Medium Brand Loyalty

(Continued)

Table 4.4 (Continued): Mean and standard deviation of the samples' perceived brand equity toward Innisfree

Total of Brand Equity (BE)	3.84	.57	High Brand Equity
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As shown in Table 4.5, the descriptive analysis of means and standard deviations of the samples' customer satisfaction revealed that the overall level of customer satisfaction toward Innisfree is high (M = 3.96), which is between 3.68 and 5.00. According to each statement of customer satisfaction, the satisfaction of price range showed the highest mean (M = 4.23), followed by overall satisfaction (M = 4.00), satisfaction of purchase decision (M = 3.93), satisfaction of overall quality (M = 3.89), and needs satisfaction (M = 3.73), respectively. It indicates that the samples generally agreed with every statement of customer satisfaction toward Innisfree.

Table 4.5: Mean and standard deviation of the samples' customer satisfaction toward Innisfree

Customer Satisfaction (CS)	M	SD	Interpretation
1. I am satisfied with the overall quality of Innisfree. (product, service, promotion, etc.)	3.89	.74	Agree

(Continued)

Table 4.5 (Continued): Mean and standard deviation of the samples' customer satisfaction toward Innisfree

2. I am satisfied with the price range of Innisfree.	4.23	.78	Agree
3. I am satisfied with my decision to purchase Innisfree.	3.93	.76	Agree
4. Innisfree does a good job of satisfying my needs.	3.73	.77	Agree
5. Overall, I am satisfied with Innisfree brand.	4.00	.72	Agree
Total	3.96	.63	High Customer Satisfaction

As shown in Table 4.6, the descriptive analysis of means and standard deviations of the samples' perceived purchase intention revealed that the overall level of purchase intention toward Innisfree is high ($M = 3.88$), which is between 3.68 and 5.00. According to each statement of purchase intention, the intention when there is a discount event showed the highest mean ($M = 4.39$), followed by when being exposed to UGC advertisements ($M = 3.95$), when there is a necessity of cosmetics ($M = 3.90$), when there is a possibility of purchasing products recommended on UGC ($M = 3.87$), and when there is no promotion ($M = 3.27$), respectively. It indicates that the samples were only neutral

with the statement of purchasing Innisfree when there is no promotion, but generally agreed with the rest of the statements of purchase intention toward Innisfree.

Table 4.6: Mean and standard deviation of the samples' purchase intention toward Innisfree

Purchase Intention (PI)	M	SD	Interpretation
1. I will purchase Innisfree when I need cosmetics.	3.90	.75	Agree
2. I will consider purchasing Innisfree when there is a discount event.	4.39	.67	Agree
3. I will purchase Innisfree even if there is no promotion.	3.27	.91	Neutral
4. It is likely that I will purchase Innisfree products recommended on UGC in the near future.	3.87	1.03	Agree
5. Being exposed to UGC advertisement enhances my intention to purchase Innisfree.	3.95	.87	Agree
Total	3.88	.67	High Purchase Intention

4.2 Hypotheses Findings

H_1 : Consumers' frequency of exposure to Innisfree related UGC on YouTube is positively correlated with their perceived brand equity toward Innisfree.

To examine the correlation between independent variables and dependent variables, the criteria for the interpretation of the Spearman's correlation coefficients is developed as follows:

Table 4.7: Criteria for the interpretation of the Spearman's correlation coefficients

Correlation Coefficient (r_s)	Interpretation
.81 - 1.00	Very strong correlation
.61 - .80	Strong correlation
.41 - .60	Moderate correlation
.21 - .40	Weak correlation
.00 - .20	Very weak correlation

As shown in Table 4.8, the Spearman's correlation was run to examine the correlation between the frequency of UGC exposure and overall perceived brand equity and there was a moderate positive correlation, which was statistically significant ($r_s = .549^{**}$, $p < .01$). It indicates that the more consumers are exposed to Innisfree related UGC, the higher brand equity of Innisfree they perceived, and vice versa. In other words, consumers' frequency of exposure to Innisfree related UGC on YouTube and their perceived brand equity toward Innisfree were positively correlated. Therefore, H_1 was fully accepted.

Table 4.8: Spearman's Correlation between the frequency of UGC exposure and overall perceived brand equity

Correlations			
		Frequency (UGC)	Brand Equity (BE)
Frequency (UGC)	Correlation Coefficient	1.000	.549**
	<i>p</i>		.000
Brand Equity (BE)	Correlation Coefficient	.549**	1.000
	<i>p</i>	.000	

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

As shown in Table 4.9, the Spearman's correlation was run to examine the correlation between the frequency of UGC exposure and each dimension of brand equity and there was a positive correlation with brand awareness ($r_s = .512^{**}$, $p < .01$) most strongly, followed by perceived quality ($r_s = .483^{**}$, $p < .01$), brand association ($r_s = .478^{**}$, $p < .01$), and brand loyalty ($r_s = .473^{**}$, $p < .01$), respectively. Brand awareness showed the most positive significance, followed by perceived quality, brand association, and brand loyalty. All four dimensions of brand equity determined a moderate positive correlation with the frequency of UGC exposure.

Table 4.9: Spearman's Correlation between the frequency of UGC exposure and each dimension of brand equity

		Correlations				
		Frequency (UGC)	Brand Awareness (BW)	Brand Association (BA)	Perceived Quality (PQ)	Brand Loyalty (BL)
Frequency (UGC)	Correlation Coefficient	1.000	.512**	.478**	.483**	.473**
	<i>p</i>		.000	.000	.000	.000
Brand Awareness (BW)	Correlation Coefficient	.512**	1.000	.709**	.648**	.713**
	<i>p</i>	.000		.000	.000	.000
Brand Association (BA)	Correlation Coefficient	.478**	.709**	1.000	.795**	.721**
	<i>p</i>	.000	.000		.000	.000
Perceived Quality (PQ)	Correlation Coefficient	.483**	.648**	.795**	1.000	.735**
	<i>p</i>	.000	.000	.000		.000
Brand Loyalty (BL)	Correlation Coefficient	.473**	.713**	.721**	.735**	1.000
	<i>p</i>	.000	.000	.000	.000	

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

H_2 : Consumers' frequency of exposure to UGC on YouTube is positively correlated with their satisfaction toward Innisfree.

As shown in Table 4.10, the Spearman's correlation was run to examine the correlation between the frequency of UGC exposure and overall customer satisfaction and there was a moderate positive correlation, which was statistically significant ($r_s = .435^{**}$, $p < .01$). It indicates that the more consumers are exposed to Innisfree related UGC, the greater satisfaction of Innisfree they perceived, and vice versa. In other words, consumers' frequency of exposure to Innisfree related UGC on YouTube and their satisfaction toward Innisfree were positively correlated. Therefore, H_2 was fully accepted.

Table 4.10: Spearman's Correlation between the frequency of UGC exposure and overall customer satisfaction

Correlations			
		Frequency (UGC)	Customer Satisfaction (CS)
Frequency (UGC)	Correlation Coefficient	1.000	.435**
	<i>p</i>		.000
Customer Satisfaction (CS)	Correlation Coefficient	.435**	1.000
	<i>p</i>	.000	

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

H_3 : Consumers' perceived brand equity and their satisfaction are significant predictors of consumers' purchase intention.

As shown in Table 4.11, the multiple linear regression was run to predict purchase intention from overall brand equity and customer satisfaction and these independent variables significantly predicted purchase intention ($F_{(2,197)} = 280.882, p < .05, R^2 = .772$), which was statistically significant ($p < .05$). The independent variables can explain 77.2% of the variability of the dependent variable, which indicates a good level of prediction. Both unstandardized coefficients represent positive, which means the higher brand equity ($B = .640$) and the greater customer satisfaction ($B = .396$) the samples perceived, the higher purchase intention they get, respectively. Moreover, standardized coefficients indicated that brand equity ($\beta = .544, p < .05$) predicted purchase intention more strongly than customer satisfaction ($\beta = .370, p < .05$). So consumers' overall brand equity and customer satisfaction were determined as significant predictors of their purchase intention toward Innisfree. Therefore, H_3 was fully accepted.

Table 4.11: Multiple Linear Regression analysis of overall brand equity and customer satisfaction toward purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	SE of the Estimate
1	.879 ^a	.772	.769	.32415

a. Predictors: (Constant), Brand Equity (BE), Customer Satisfaction (CS)

(Continued)

Table 4.11 (Continued): Multiple Linear Regression analysis of overall brand equity and customer satisfaction toward purchase intention

ANOVA ^a

Model		Sum of Squares	<i>df</i>	Mean Square	F	<i>p</i>
1	Regression	59.028	2	29.514	280.882	.000 ^b

a. Dependent Variable: Purchase Intention (PI)

b. Predictors: (Constant), BE, CS

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	<i>p</i>
		B	SE	Beta		
1	(Constant)	-.150	.172		-.870	.386
	CS	.396	.073	.370	5.397	.000
	BE	.640	.081	.544	7.935	.000

a. Dependent Variable: PI

As shown in Table 4.12, the multiple linear regression was run to predict purchase intention from each dimension of brand equity and the independent variables significantly predicted purchase intention ($F_{(4,195)} = 123.986, p < .05, R^2 = .751$), which was statistically significant ($p < .05$). All independent variables can explain 75.1% of the variability of the dependent variable, which indicates a good level of prediction. Brand

loyalty ($\beta = .432, p < .05$) significantly predicted purchase intention most strongly, followed by brand awareness ($\beta = .267, p < .05$) and perceived quality ($\beta = .233, p < .05$), respectively. However, brand association ($\beta = .027, p > .05$) did not significantly predict purchase intention. While brand association represented as an insignificant predictor of purchase intention, nonetheless, the rest of the dimensions of brand equity were statistically significantly predicted purchase intention toward Innisfree.

Table 4.12: Multiple Linear Regression analysis of each dimension of brand equity toward purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	SE of the Estimate
1	.867 ^a	.751	.745	.34040

a. Predictors: (Constant), Brand Loyalty (BL), Brand Awareness (BW), Perceived Quality (PQ), Brand Association (BA)

ANOVA ^a

Model	Sum of Squares	<i>df</i>	Mean Square	F	<i>p</i>
1 Regression	57.467	4	14.367	123.986	.000 ^b

a. Dependent Variable: Purchase Intention (PI)

b. Predictors: (Constant), BL, BW, PQ, BA

(Continued)

Table 4.12 (Continued): Multiple Linear Regression analysis of each dimension of
brand equity toward purchase intention

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	p
		B	SE	Beta		
1	(Constant)	-.084	.238		-.354	.724
	BW	.341	.078	.267	4.357	.000
	BA	.027	.073	.027	.360	.719
	PQ	.261	.081	.233	3.238	.001
	BL	.393	.064	.432	6.185	.000

a. Dependent Variable: PI

CHAPTER 5

DISCUSSION

This chapter provides a summary of hypotheses testing and discussion, limitations of the study, and recommendations for further application and further research. This chapter consists of the topics as follows:

5.1 Summary of Hypotheses Testing and Discussion

5.2 Limitations of the Study

5.3 Recommendation for Further Application

5.4 Recommendation for Further Research

5.1 Summary of Hypotheses Testing and Discussion

H_1 : Consumers' frequency of exposure to Innisfree related UGC on YouTube is positively correlated with their perceived brand equity toward Innisfree.

H_1 stated that the frequency of exposure to Innisfree related UGC on YouTube will be positively correlated with consumers' perceived brand equity toward Innisfree.

The Spearman's correlation confirmed that there was a positive significant correlation between the variables ($r_s = .549^{**}$, $p < .01$), therefore, H_1 was fully supported.

According to the criteria for the interpretation of the Spearman's correlation coefficients, there was a moderate positive correlation between the frequency of UGC exposure and

consumers' overall brand equity. It interprets that the more they are exposed to Innisfree related UGC on YouTube, the higher brand equity of Innisfree they are perceived, and vice versa but the impact is moderate.

Furthermore, when examining the correlation with each dimension of brand equity toward Innisfree, the Spearman's correlation found that the frequency of UGC exposure had a moderate positive correlation with every dimension, especially with brand awareness ($r_s = .512^{**}, p < .01$) most strongly, followed by perceived quality ($r_s = .483^{**}, p < .01$), brand association ($r_s = .478^{**}, p < .01$), and brand loyalty ($r_s = .473^{**}, p < .01$), respectively. Brand awareness showed the strongest correlation with the UGC exposure which shows the more consumers are exposed to UGC related to a specific brand, the higher awareness of the brand they have. In other words, if consumers are more aware of a brand, they tend to seek for more UGC to get information about the brand and its products as much as they know. It is inevitable to say that UGC plays an important role in increasing customers' brand awareness. Since Innisfree has already owned over 434 locations in South Korea in 2011, consumers could easily recognize the shop and be exposed to their brand image and brand logo. Moreover, Innisfree has been actively promoting their brand and products through a lot of social media platforms, so that tech savvy millennial consumers could have been exposed to related UGC on YouTube frequently and become well aware of the brand.

H_2 : Consumers' frequency of exposure to UGC on YouTube is positively correlated with their satisfaction toward Innisfree.

H_2 stated that the frequency of exposure to Innisfree related UGC on YouTube will be positively correlated with consumers' satisfaction toward Innisfree. The Spearman's correlation confirmed that there was a positive significant correlation between the variables ($r_s = .435^{**}$, $p < .01$), therefore, H_2 was fully supported. According to the criteria for the interpretation of the Spearman's correlation coefficients, there was a moderate positive correlation between the frequency of UGC exposure and consumers' satisfaction. It interprets that the more they are exposed to Innisfree related UGC on YouTube, the greater they are satisfied with Innisfree, and vice versa but the impact is neither strong nor weak. This correlation indicates that consumers who are satisfied with Innisfree brand or products will utilize social media platform as a useful tool to gain more information and advice about the brand and products. In other words, they could create a better intention to purchase Innisfree by referring to related UGC on YouTube and be satisfied with their purchase experience.

H_3 : Consumers' perceived brand equity and their satisfaction are significant predictors of consumers' purchase intention.

H_3 stated that consumers' perceived brand equity and their satisfaction will be significant predictors of consumers' purchase intention. The multiple linear regression confirmed that there was a significant prediction for purchase intention from brand equity

and customer satisfaction ($F_{(2,197)} = 280.882, p < .05, R^2 = .772$), therefore, H_3 was fully supported. It interprets that the higher brand equity ($B = .649$) consumers have, the higher purchase intention they get. Also, the greater satisfaction ($B = .396$) consumers have, the higher purchase intention they get. According to the value of standardized coefficients, brand equity ($\beta = .544, p < .05$) can predict purchase intention more strongly than customer satisfaction ($\beta = .370, p < .05$). It indicates that consumers' purchase intention can be predicted more easily from the better brand equity than the better customer satisfaction.

However, when examining the prediction for purchase intention from each dimension of brand equity, the multiple linear regression found that there was not a significant prediction from brand association ($\beta = .027, p > .05$) but from the rest of the dimensions ($p < .05$). It could be explained by an overload cosmetic market in South Korea. Since South Korea is one of the most popular countries for beauty and cosmetic culture, there are loads of other competing cosmetic brands sharing similar price range and similar brand image with Innisfree. Although, Innisfree forces its way as an eco-friendly and natural brand but consumers could still doubt the reliability of brand image. Nowadays there are plenty of new cosmetic brands representing them as a fully organic brand being more created, Innisfree could not establish the sustainable competitive uniqueness on their brand personality. Also, Innisfree provides their products at low to medium price range so there is a possibility of customers not being very proud

of possessing Innisfree products but of high priced cosmetics. Due to these reasons, consumers who could not save the strong and favorable associations of Innisfree in their memory would not show significant purchase intention toward Innisfree.

Nonetheless, there was a significant prediction from the rest of the dimensions, especially brand loyalty ($\beta = .432, p < .05$) significantly predicted purchase intention most strongly, followed by brand awareness ($\beta = .267, p < .05$) and perceived quality ($\beta = .233, p < .05$), respectively. Brand loyalty represented as the strongest predictor of consumers' purchase intention. Loyal customers generally make repeat purchases from the same brand which implies they trust that brand and have a favorable belief and positive attitude toward it. They probably consider its brand as their first choice and purchase consistently even though there are similar products from other brands at a lower price. Brand loyalty is often considered as the most influential element of brand choice when it comes to consumers' purchase intention.

Innisfree actively offers various loyalty programs to keep their loyal customers. Innisfree provides 20% to 30% discount once a month for every VIP customer. For VVIP customers, Innisfree sends a free gift box composed of their high-selling products or new products four times a year, including the promotions above. Moreover, Innisfree has a membership called 'green tea club', the highest level of membership, and they offer the club members huge benefits such as a birthday discount, a privilege for experiencing new products at a special price first and a free green tea club kit four times a year. Hence, the

consumers who are loyal to Innisfree showed the strongest purchase intention toward the brand.

5.2 Limitations of the Study

This study was discussed about the strategy of user-generated content by focusing only on YouTube platform. Since the online content generated by individual users are being widely and variously created through diverse social media platforms, this strategy could be implemented on a variety of other platforms popular for UGC, such as Instagram, Facebook and Naver blog, etc. The effect of UGC exposure on other platforms may bring different outcomes representing either stronger or weaker correlation. Using more social media platforms may bring the wider and more comprehensive results. So the researcher could give a more accurate and comprehensive results by applying to various platforms and synthesizing each finding.

5.3 Recommendation for Further Application

There are some recommendations for digital content marketers. As this research shows, the more consumers are exposed to UGC advertisements on YouTube, the higher purchase intention they perceived with the greater brand equity and satisfaction. It interprets that millennials seem to highly trust on UGC on YouTube when it comes to their purchase decisions. This is because millennials are characteristically digitally active

and they believe the information on UGC are more credible than the advertisements on company website. Thus, companies should make an appropriate digital marketing strategy through social media to deliver their brand value when targeting millennial consumers. Nowadays there are tons of influencers on YouTube worldwide and they post many different kinds of video content on YouTube to share their honest feelings and thoughts with followers. Digital content marketers should turn to these celebrities and let them assist the brand and establish brand equity through their influential content, because their followers trust them. Then companies could approach to their consumers more familiarly and sincerely by collaborating with the powerful influencers.

Additionally, there are some recommendations for Innisfree marketers. As the samples of this research, who are Innisfree customers, generally show a high level of brand equity, customer satisfaction and purchase intention toward the brand. It clearly shows that Innisfree is a brand that creates good brand equity of customers and makes them be highly satisfied with the brand so that they generate high purchase intention. But as the samples showed medium level of brand association and brand loyalty, Innisfree marketers should refer to this result and design a better strategy for this phenomenon. To develop customers' brand association, which was shown as the insignificant component toward purchase intention, Innisfree marketers should build stronger brand identity and favorable uniqueness in order to be distinguished in today's competitive market. They should give customers compelling reasons why they have to be chosen against from other

competitors in order to increase both brand equity and sales. They should also analyze customers' needs to satisfy them and plan to invent their own distinctive eye-catching products and services to attract more customers and increase their purchase intention.

Likewise, from the result of brand loyalty shown as the strongest factor of brand equity, it is imperative for Innisfree to improve their loyalty programs to make customers engaged in the brand and purchase their products and services consistently. They should also carefully listen to customers by collecting feedback and make up for their weak points. As levels of customer satisfaction extend brand loyalty, only pleased customers will come back to purchase the brand. Innisfree marketers should utilize social media to provide brand values and show customer appreciation regularly, in order to make customers happy with the brand and increase their loyalty to Innisfree.

5.4 Recommendation for Further Research

There are some recommendations for future research developed as follows:

Firstly, this kind of research could be applied to a variety of other digital channels not only focusing on one channel. Since the power of social media in South Korea, especially regarding beauty and fashion trends, is highly influential, the exposure to UGC on other popular social media applications could determine very similar or different correlations with brand equity and customer satisfaction toward purchase intention. By

analyzing more data from other platforms, the future researcher could bring wider and more comprehensive results by synthesizing each finding from different categories.

Secondly, this study could be expanded to a beauty and cosmetic industry in South Korea. Since the Korean cosmetics market is enormous and popular worldwide, the future researcher could choose more of other beauty and cosmetic companies and show the effect of UGC on consumers' purchase behavior within overall cosmetic market. Moreover, the future researcher could divide the companies into each category according to different price ranges, low to high, and conduct a classification research.

Thirdly, the future researcher could expand the scope of the study from millennials to another group of samples such as Generation X or Generation Z, and conduct a comparison analysis by comparing between each generation. The future researcher could understand the characteristics and consumption habits of other generations and bring a diversity of comparative discussions.

Lastly, the future researcher could investigate other cosmetic markets in other countries and conduct a comparison analysis. For instance, the researcher could examine the Innisfree market in Thailand and compare it with Korean market. Since the Korean beauty and cosmetic fads are very influential to Thai consumers, the researcher could compare between each market and bring compelling results.

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QUESTIONNAIRE

This Questionnaire is a partial fulfillment for the Master's degree program in Global Communication, School of Communication Arts, Bangkok University. This survey aims to examine the influence of the frequency of media exposure to related UGC on YouTube on their perceived brand equity, customer satisfaction and intention to purchase Innisfree among South Korean millennials. Your personal information and responses will be kept anonymous and used for educational purposes only. Thank you for your support and cooperation. The questionnaire is divided into five parts as follows:

Part I : Demographic Information

Part II : UGC

Part III : Brand Equity

Part IV : Customer Satisfaction

Part V : Purchase Intention

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Screening question 1: Have you ever used or purchased Innisfree products or services in the past year?

- 1. Yes, I have.
- 2. No, I have not. (Please stop answering the survey.)

Screening question 2: Have you ever exposed to Innisfree related UGC on YouTube in the past year?

- 1. Yes, I have.
- 2. No, I have not. (Please stop answering the survey.)

Part I : Demographic Information

This part of the questionnaire would like to ask about your personal information. Please choose the most appropriate answer that can best represent your demographic profile.

1. Gender

- 1. Female
- 2. Male

2. Age

- 1. 20-24 years old
- 2. 25-29 years old
- 3. 30-33 years old
- 4. 34-37 years old

3. Highest Level of Education

- 1. High school or under
- 2. Bachelor's degree
- 3. Master's degree
- 4. Doctoral degree or above

4. Occupation

- 1. (Undergraduate or postgraduate) Student
- 2. Job Applicant
- 3. Employed
- 4. Business Owner
- 5. Unemployed
- 6. Others (please specify)

5. Financial Status

- 1. I am struggling
- 2. I am maintaining
- 3. I am just comfortable
- 4. I am very comfortable

Part II: UGC

This part of the questionnaire would like to ask about your frequency of exposure to UGC on YouTube. UGC refers to an online content generated by individual users and is used primarily for them to share their daily lives and opinions about recently purchased products for advertising purposes or personal favorite products through YouTube platform. Please choose the most appropriate answer that can best describe your exposure to Innisfree related UGC.

How frequently do you perform YouTube UGC activities related to Innisfree? (These activities include discovering, watching, browsing, recommending, bookmarking, and subscribing to YouTube videos mentioning or advertising Innisfree brands and products.)

- 1. Rarely (1-2 times a month)
- 2. Sometimes (1-2 times a week)
- 3. Often (more than 3 times a week)
- 4. Everyday

Part III: Brand Equity

This part of the questionnaire would like to ask about your perceived brand equity toward Innisfree. The survey will examine your brand awareness, brand association, perceived quality and brand loyalty. Please place a check mark (√) by using the following options to describe your opinion:

(5) Strongly Agree

(4) Agree

(3) Neutral (somewhat agree and somewhat disagree)

(2) Disagree

(1) Strongly Disagree

	(5)	(4)	(3)	(2)	(1)
Brand Awareness					
1. Innisfree is a well-known cosmetic brand in my mind.					
2. Innisfree is one of the brands that comes to mind when it comes to buying cosmetics.					
3. I can recognize Innisfree in comparison with the other competing brands.					
4. I know how Innisfree looks like. (logo, symbol, etc.)					
5. I well aware of Innisfree in the cosmetic market.					
Brand Association					
6. Innisfree has its own personality which matches my personal preference.					
7. Innisfree has a differentiated brand image in comparison with the other brands.					
8. Considering what I would pay for Innisfree, I would get much more than my money's worth.					
9. I like the company which makes Innisfree.					
10. I am proud to own a product of Innisfree.					
Perceived Quality					
11. Innisfree is of good functional quality. (color formation, persistence, etc.)					
12. Innisfree is of good chemical quality. (ingredients, content, etc.)					
13. Innisfree is of good package quality. (design, appearance, etc.)					

14. I believe the performance of Innisfree is compatible to my expectation.					
15. I trust Innisfree's country of origin.					
Brand Loyalty					
16. I consider Innisfree as my first choice in the cosmetic category.					
17. I say positive things about Innisfree to others.					
18. I recommend Innisfree to someone who seeks my advice.					
19. I would like to use Innisfree more than other brands.					
20. I will buy Innisfree again in the future.					

Part IV: Customer Satisfaction

This part of the questionnaire would like to ask about your satisfaction toward Innisfree.

Please place a check mark (√) by using the following options to describe your opinion:

(5) Strongly Agree

(4) Agree

(3) Neutral (somewhat agree and somewhat disagree)

(2) Disagree

(1) Strongly Disagree

	(5)	(4)	(3)	(2)	(1)
1. I am satisfied with the overall quality of Innisfree. (product, service, promotion, etc.)					
2. I am satisfied with the price range of Innisfree.					
3. I am satisfied with my decision to purchase Innisfree.					
4. Innisfree does a good job of satisfying my needs.					

5. Overall, I am satisfied with Innisfree brand.					
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Part V: Purchase Intention

This part of the questionnaire would like to examine your intention to purchase Innisfree.

Please place a check mark (√) by using the following options to describe your opinion:

(5) Strongly Agree

(4) Agree

(3) Neutral (somewhat agree and somewhat disagree)

(2) Disagree

(1) Strongly Disagree

	(5)	(4)	(3)	(2)	(1)
1. I will purchase Innisfree when I need cosmetics.					
2. I will consider purchasing Innisfree when there is a discount event.					
3. I will purchase Innisfree even if there is no promotion.					
4. It is likely that I will purchase Innisfree products recommended on UGC in the near future.					
5. Being exposed to UGC advertisement enhances my intention to purchase Innisfree.					

국내 밀레니얼의 구매 의향으로 이어지는 브랜드 가치 창출과 고객 만족에 관한 UGC

전략: Innisfree 사례 연구 설문 조사

안녕하세요. 바쁘신 와중에도 설문 조사에 참여해 주셔서 감사합니다. 본 조사는 국내 밀레니얼 소비자들을 대상으로 화장품 브랜드 Innisfree의 사례 연구를 통하여 유튜브 UGC 광고에의 노출과, 구매 의향으로 이어지는 그들의 지각된 브랜드 가치 및 만족도의 상관성을 연구하기 위해 마련되었습니다. UGC란 개별 사용자가 직접 제작한 콘텐츠로, 유튜브에서의 UGC는 사용자가 일상 생활을 공유하며 광고 목적으로 최근 구매한 제품을 소개하거나 혹은 개인적으로 좋아하는 제품에 대한 의견을 공유하는 데에 주로 사용됩니다. 본 조사는 교육 및 통계 목적으로만 사용되며 귀하의 개인 정보 및 소중한 응답 모두 익명으로 유지됩니다. 조사에 필요한 시간은 약 3~5분 정도 소요되며, 여러분의 성실한 답변 부탁드립니다. 본 설문지는 다음과 같이 다섯 파트로 나뉩니다.

I. 인구 통계 정보

II. UGC

III. 브랜드 가치

IV. 고객 만족

V. 구매 의향

김서윤

seoyun.kim@bumail.net

사전 질문 1: 귀하는 지난 1년 동안 Innisfree 제품 혹은 서비스를 사용하거나 구매한 적이 있습니까?

- o 1. 네, 있습니다.
- o 2. 아니오, 없습니다. (본 설문 조사 답변을 멈춰주세요.)

사전 질문 2: 귀하는 지난 1년 동안 Innisfree와 관련된 유튜브 UGC를 보신 적이 있습니까?

- o 1. 네, 있습니다.
- o 2. 아니오, 없습니다. (본 설문 조사 답변을 멈춰주세요.)

I : 인구 통계 정보

본 파트는 귀하의 개인 정보에 관하여 질문합니다. 귀하의 인구 통계학적 정보를 가장 잘 나타내는 적절한 답변을 선택해주세요.

1. 귀하의 성별

- o 1. 여자
- o 2. 남자

2. 귀하의 나이

- o 1. 20~24세
- o 2. 25~29세
- o 3. 30~33세
- o 4. 34~37세

3. 귀하의 최종학력

- o 1. 고등학교 졸업 및 그 이하

- o 2. 학사 학위
- o 3. 석사 학위
- o 4. 박사 학위 및 그 이상

4. 귀하의 직업

- o 1. 대학생 및 대학원생
- o 2. 취업 준비생
- o 3. 취업자
- o 4. 사업주
- o 5. 무직
- o 6. 그 밖

5. 귀하의 재정 상태

- o 1. 불안정
- o 2. 간신히 유지
- o 3. 대체로 안정적
- o 4. 매우 안정적

II: UGC

본 파트는 Innisfree와 관련된 유튜브 UGC에 대한 소비자들의 활동 빈도에 관하여 질문합니다.

귀하는 Innisfree와 관련된 유튜브 UGC 활동을 얼마나 자주 합니까? (UGC 활동 예: Innisfree 브랜드 및 제품이 언급되거나 직접적으로 혹은 간접적으로 광고되는 등의 유튜브 동영상을 발견, 시청, 검색, 추천, 저장, 구독하는 등의 모든 행위)

- o 1. 거의 하지 않음 (한 달에 1-2번)
- o 2. 가끔 (일주일에 1-2번)
- o 3. 자주 (일주일에 3회 이상)
- o 4. 매일

Ⅲ: 브랜드 가치

본 파트는 Innisfree에 대한 소비자들의 지각된 브랜드 가치에 관하여 질문합니다. Innisfree에 대한 귀하의 지각된 브랜드 가치를 가장 잘 나타내는 적절한 답변을 선택해주세요.

- (5) 매우 그렇다
- (4) 그렇다
- (3) 보통이다
- (2) 그렇지 않다
- (1) 매우 그렇지 않다

	(5)	(4)	(3)	(2)	(1)
브랜드 인지					
1. Innisfree는 내 마음 속에 잘 알려져 있는 화장품 브랜드이다.					
2. Innisfree는 화장품 구매와 관련하여 떠오르는 브랜드 중 하나이다.					

3. 나는 다른 경쟁 브랜드와 비교하여 Innisfree를 분간할 수 있다.					
4. 나는 Innisfree가 어떻게 생겼는지 안다. (로고, 상표 등)					
5. 나는 화장품 시장에서 Innisfree에 대해 잘 알고 있다.					
브랜드 연상					
6. Innisfree는 내 개인적 취향에 맞는 고유한 특성을 가지고 있다.					
7. Innisfree는 다른 브랜드와 차별화 된 브랜드 이미지를 가지고 있다.					
8. 나는 Innisfree에 지불하는 금액을 고려할 때 그 이상의 가치를 얻는다.					
9. 나는 Innisfree를 제조하는 회사를 좋아한다.					
10. 나는 Innisfree 제품을 소유하는 것이 자랑스럽다.					
지각된 품질					
11. Innisfree는 기능성이 우수하다. (발색력, 지속력, 등)					
12. Innisfree는 화학적 품질이 우수하다. (주성분, 함유량 등)					
13. Innisfree는 패키지 품질이 우수하다. (디자인, 포장 등)					
14. Innisfree의 성능은 나의 기대치를 충족시킨다.					
15. 나는 Innisfree의 원산지를 신뢰한다.					
브랜드 충성도					
16. 화장품 분야에서 Innisfree는 나의 첫 번째 선택지이다.					
17. 나는 Innisfree에 대한 긍정적인 것들을 다른 사람들에게 말한다.					
18. 나는 내 조언을 구하는 사람에게 Innisfree를 추천한다.					
19. 나는 다른 브랜드보다 Innisfree를 더 사용하고 싶다.					
20. 나는 앞으로 Innisfree를 또 구매할 것이다.					

IV: 고객 만족

본 파트는 Innisfree에 대한 고객 만족에 관하여 질문합니다. Innisfree에 대한 귀하의 만족도를 가장 잘 나타내는 적절한 답변을 선택해주세요.

(5) 매우 그렇다

- (4) 그렇다
- (3) 보통이다
- (2) 그렇지 않다
- (1) 매우 그렇지 않다

	(5)	(4)	(3)	(2)	(1)
1. 나는 Innisfree의 전반적인 품질에 만족한다. (제품, 서비스, 프로모션 등)					
2. 나는 Innisfree의 가격대에 만족한다.					
3. 나는 Innisfree에 대한 내 구매 결정에 만족한다.					
4. Innisfree는 내 요구를 만족시켜주는 브랜드이다.					
5. 나는 전반적으로 Innisfree 브랜드에 만족한다.					

V: 구매 의향

본 파트는 Innisfree에 대한 소비자들의 구매 의향에 관하여 질문합니다. Innisfree에 대한 귀하의 구매 의향을 가장 잘 나타내는 적절한 답변을 선택해주세요.

- (5) 매우 그렇다
- (4) 그렇다
- (3) 보통이다
- (2) 그렇지 않다
- (1) 매우 그렇지 않다

	(5)	(4)	(3)	(2)	(1)
1. 나는 화장품이 필요할 때 Innisfree를 구매할 것이다.					
2. 나는 Innisfree 할인 행사가 있을 때 구매하는 것을 고려할 것이다.					
3. 나는 프로모션이 없더라도 Innisfree를 구매할 것이다.					

4. 나는 가까운 장래에 유튜브 동영상에서 추천되거나 언급된 Innisfree 제품을 구매할 가능성이 있다.					
5. 유튜브 UGC 광고에의 노출은 Innisfree를 향한 나의 구매 의향을 증가시킨다.					



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