

Interrogating the Triadic Constructs of eWOM on the Purchase Intention of Korean Products Using an Enter Method Regression

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Abstract

The study's aim was to find the impact of eWOM (electronic word of mouth) as quality, quantity, & credibility reviews on the purchase intention of Korean products among Indian customers in Uttar Pradesh, India. The study employed an exploratory as well as descriptive research design. A web based structured Google form questionnaire is used to get the primary data. In the preliminary pilot study, the study employed Cronbach's alpha, Bartlett test of significance, % of variance and Kaiser-Meyer-Olkin (KMO) test value under the reliability and validity of the structured questionnaire. The study used Principal Component Analysis (PCA) for the extraction/ component matrix. The sample size was 407. The study employed correlation as well as regression enter method to test the cause-and-effect relationship and hypothesis testing among triadic review constructs of eWOM. The study's results concluded that there was a significant impact of eWOM as quality, quantity, and credibility reviews on the purchase intention. The quality, quantity, and credibility of the electronic word of mouth reviews had the significant effect on the purchase intention. The results of eWOM reviews helped the companies in designing the e-commerce strategies on social media platforms. The study helped the marketers while choosing the best content strategies, celebrity partnerships, and customer interaction methods for Indian customers. The study helped the Indian customers while purchasing Korean products based on the eWOM reviews in Uttar Pradesh, India.

Keywords: eWOM; Quality; Quantity; Credibility; Purchase Intention; Korean Products; and Enter Regression Method

1. Introduction

As global trade has become more fluid, the rise of digital platforms has changed the way people behave, leading to new ways of marketing impact like eWOM. User-generated content, like opinions, reviews, and experiences shared across online platforms, has become a major factor in determining what people want to buy, especially when they are from different cultures and digital connectivity has made cultural and geographical barriers less of a problem. Over the past few years, Indian customers have become much more interested in South Korean goods, such as fashion, tech, and pop culture memorabilia. This is due to both traditional marketing efforts and the widespread impact of eWOM. There are a lot of different factors that affect an Indian customer's decision to buy Korean goods. This study focuses on three main ones: the quality of reviews, the quantity/volume of reviews, and the trustworthiness of the reviews. Online reviews are becoming more and more important to people before they buy something. Marketers who want to break into or grow in foreign markets like India need to understand how these aspects of eWOM affect people's thoughts and actions. Review quality, which is measured by how relevant, clear, in-depth, and useful the information shared is, can greatly increase a consumer's trust and confidence in a product, especially when they don't know much about the culture behind it. Also, the number of reviews, which is often seen as a sign of how popular and trustworthy a product is, can make people feel good about themselves or make them follow what they think the majority of people are doing. Also, the reliability of reviews that is, how trustworthy, knowledgeable, and real the review source is seen to be is a big part of making people less skeptical, especially in a digital world full of fake reviews, paid content, and misleading information. This study discussed how eWOM traits affect purchase intention of Korean products among Indian customers. Indian customers are growing interested in global goods through e-commerce sites and social media. Thus, this research uses an Enter Method Regression Analysis to check the effects of eWOM quality, amount, and trustworthiness on Indian customers' plans to purchase Korean products. By looking at all of these aspects at the same time, the study hopes to give more complete answers than just looking at one variable, showing how eWOM affects people in many ways. Actually, this way of doing things makes it easier to model how people really make decisions, since they are rarely affected by a single factor but by a complex mix of different pieces of information. In addition to adding to the growing body of research on foreign customer behavior and digital marketing. Marketers can choose the best content strategies, celebrity partnerships, and customer interaction methods for Indian customers by figuring out which part of eWOM has the biggest effect on people's plans to buy. For example, if the trustworthiness of reviews turns out to be the most important factor, brands may benefit from using reliable influencers, confirmed buyers, or recommendations from a third party. If the quality of the reviews is the most important thing, then attempts may be made to get users to give thorough and useful feedback. Instead, if the number of reviews is the most important factor in determining someone's decision to buy, companies might focus on tactics that increase the number of reviews, such as offering incentives for reviews or customer feedback programs. Customers process persuasive information in different ways, depending on the quality of the message and the credibility of the source. By looking at eWOM through these theoretical lenses, the study shows that it is a complicated source of information that can change how people feel and think, depending on how good, common, and trustworthy the reviews they read are. The Indian market is a good place to look into this because it is diverse, people are learning how to use technology quickly, and people's buying habits are changing all the time. The "K-wave" or Hallyu culture movement, which includes Korean shows, music (K-pop), and living trends, has also made Indian customers more aware of and interested in Korean goods, which makes this study timely and important. Previous research has looked at how eWOM affects consumer behavior in homogeneous markets or for domestic products. However, not much research has been done on how it affects transnational purchases, where cultural proximity is low and trust becomes a more important factor in determining intention. This study not only fills in a gap in the research literature, but it also makes a methodological contribution by using the Enter Method Regression Analysis. This method lets researchers look at multiple predictor variables at the

same time to see how they affect a dependent variable, in this case purchase intention. This study tries to find out how Indian consumers understand and react to eWOM quality, quantity, and credibility reviews about Korean products. The goal is to give marketers useful information, make theoretical progress, and open the door for more research on how digital influence works in cross-border consumer situations. The main goals of this study are threefold: first, to look at how the “quality” of eWOM reviews affects Indian consumers' plans to purchase intention of Korean products; second, to look at how the “quantity” of reviews affects their plans to buy; and third, to look at how the “credibility” of reviews affects these decisions to buy. These goals are meant to show how digital peer influence through eWOM can be a powerful tool in international marketing. This is especially true in this age of digital commerce, where lines between countries are becoming less clear and online opinions have a big impact on buying decisions.

2. Literature Review

A literature review looks at and summarizes past research that has been done on a subject. The purpose of this outline is to show what is known, what thoughts are out there, and what has been done. For this study, previous studies were explored using Mendeley desktop and Mendeley reference manager. The bookmarks, citation and hyperlinks are used to find the references/sources. The following previous findings are discussed to organize the exploratory results to get more in-depth information, knowledge, facts about eWOM and the purchase intention of Korean products from most recent to past: **(Liu, 2024)** found that South Korean culture's strong ethnic identity and tight hierarchical structure have pushed the music industry's fast growth. This collectivist mentality limits individual creativity and variation, homogenizing music and culture. Web 3.0 allows the Korean music industry to solve e commerce's issues via virtual platforms. **(Ivena & Natalia, 2023)** found that Kopiko, a drowsiness-relieving coffee candy, is promoted in the Korean drama "Hometown Cha-Cha-Cha". South Koreans know Kopiko as a property. It must highlight its Indonesian coffee candy roots and boost its standing. Kopiko's roots are unknown to most responders, indicating the need for marketing. Many South Koreans don't like Kopiko despite its popularity. **(Fuadi et al., 2023)** found that not all skincare clients care about celebrity endorsements. Some customers ignore endorsements despite Korean entertainment's power. Some clients choose quality above price. Quality is important to local skincare companies, influencing customer choices. Marketing and price may boost sales, but providing reliable, high-quality skincare products is essential for client retention. **(Widyaningrum et al., 2023)** found that Korean dramas and K-pop have influenced young people's body image and lifestyle, leading to poor choices. Celebrities' attractiveness and ideal body proportions boost Korean cosmetics sales in Indonesia. Nationality, culture, cost, ingredients, halal label, and quality impact public awareness. Indonesia offers inexpensive cosmetics, skincare, and personal care products; thus, the government emphasizes safeguarding consumers from illegal cosmetics. Safe and halal Korean cosmetics may enhance Muslim consciousness. **(Singh, 2022)** found that Korean cosmetics in India are influenced by the country's natural, delicate, and effective components. Korean food is renowned in India for its quality and appeal. Korean beauty and culture inspire, and natural and eco-friendly components improve it. Indian buyers are price-conscious and have more options. Despite western and Indian rivalry, Innisfree, The Face Shop, and Mirabelle Cosmetics have produced Indian goods. Rising demand for Korean noodles has Korean food companies eyeing urban India. **(Sharma et al., 2022)** found that social media affects price-conscious individuals' buying habits, according to the research. In the late 1990s, Korean pop culture became famous worldwide, and Korea and Northeast India have cultural commonalities. The report also notes the popularity of K-dramas and K-movies, which were popular owing to their Korean language and culture. **(Al-Shamsi, 2022)** found that South Korea's robust economy and advances in transportation, technology, computers, and shipbuilding have made it a developed country. Three key technical changes occurred due to the government's objective of substituting imports, increasing exports, and supporting the national research system. However, further study is required to understand how private and public entities participated with

government technology advancement laws. (Nakpathom et al., 2022) explored how brand, packaging, quality, and price impact Korean cosmetics buyers' intentions. These elements encourage women to purchase Korean cosmetics. Korean cosmetics firms should prioritize packaging, quality, and offers to boost brand image. Measurement and analysis of marketing components and marketing programs need further study. (Sakai, 2021) found that Korean soft power is crucial to the beauty industry's development while the US focuses on international politics. Hallyu marketing, which promotes Korean culture, values, and policies, has helped the Korean beauty business flourish internationally. The marketing approach uses appeal and persuasion, like Joseph Nye's soft power. Unlike the US, South Korea favors exports and soft power in industry. (Wang & Lee, 2021) found that an unsponsored public influencer increased purchasers' willingness to try new items, research show. Generalist influencers help younger consumers more than celebrities, research finds. Product exposure didn't benefit consumers, and influencer type and sponsorship display status affected purchases. Public figures encouraged shoppers to try new items. Consumer account responses to PPL depend on influencer exposure. According to studies, customers hate influencer posts without product recommendations. (Dewi Pradina, 2021) found that Korean fashion-inspired online apparel shop Byeol.the brand makes its own items. The company's simple designs seek to boost Indonesian women's confidence. Byeol employs high-quality materials at accessible costs and offers extra fashion flicks via brand engagement at events and social media promotions. Byeol. uses Instagram and TikTok to build brand awareness and client loyalty. (Parc, 2021) examined Korean cultural objects' worldwide appeal, emphasizing the necessity for intensive research and a corporate framework that fosters cultural industries. Despite curiosity, this area has little investigation. The author recommends that the Korean government boost Hallyu's competitiveness to foster global cultural variety and economic competitiveness. (Nathan et al., 2020) in Covid-19 pandemic study used online focus groups, which may diminish emotional observation. In future experiments, face-to-face encounters may increase emotional and nonverbal recording. Collective FGDs may inhibit culturally interactive responses. FGDs should be conducted for each ethnic group and compared to others. Quantitative approaches may verify patterns and big data analytics employing social media data analyze topics in future research. (S. M. Kim & Park, 2020) Korean Wave has homogenized consumer behavior globally. Korean Wave organizations include "evangelists," "K-Pop comers," "K-drama supporters," "K-drama holists," "Korean Wave bystanders," and "Cultural vigilances." These groups have varied Korean food, travel, cosmetics, and electronics experiences. Marketers should use consistent advertising and cultural interests and information sources to reach various audiences. Other groups may thrive in Thailand and Vietnam, which have the lowest cultural vigilances. (Yang et al., 2020) found that the website usability strongly impacts Chinese buyers' international purchases. The tiny country's image doesn't affect US buyers' intents. Chinese consumers outperformed US consumers in all research components. (Parc & Kim, 2020) found that digitalization and the relaxation of the Japanese cultural item embargo affected early 1990s Korean music. Despite these challenges, the industry has grown internationally. Korean success was due to specific variables uncovered by academics. Adaptation has made Korean pop music more popular abroad. (Aisyah N. A. H et al., 2019) Amorepacific Corporation's Innisfree subbrand makes realistic face masks in the US and Southeast Asia. Storefront issues have hindered Innisfree's local sales despite its global reach. Another medical-focused rival, SNP Cosmetics, is rising rapidly in China. Animal Mask, a face sheet mask from SNP, is known for its quick pore treatment and trendy design. The brand's live broadcasts of Chinese influencers and product appearances in Korean dramas have pushed Korean beauty products in China. (Devita & Agustini, 2019) found that brand and nation image were the main criteria in buying Etude House. The COO and brand image were most essential. In Indonesia, Etude House markets their goods in the country's image. South Korea's name on goods labels may boost image. The firm may also improve its image by using K-Pop or K-Drama superstars as brand ambassadors and advertising product features. (Ariella & Yunus, 2019) found that due to Korean musicians like Lee Min Ho and Yoona of SNSD, Indonesian women's brand awareness and sales of

Innisfree have soared. Innisfree has been promoted by beauty influencers' reviews and postings on social media. Facebook fans and online marketplaces like Lazada Indonesia have praised the company for being eco-friendly and ethical. This digital word-of-mouth increases purchasing. (E. H. Kim, 2018) found that market saturation and severe rivalry have hurt rapid fashion globally. Merchants make a living creating practical textiles. A poll of 61 Korean purchasers found four themes: local fast fashion enterprises should globalize in design and quality, global brands should localize while keeping brand identity, pricing should be fair, accessibility should be straightforward, and brands should have a solid reputation. This previous research examines science, technology, consumer-centric marketing, and business ethics to adapt to evolving marketing conditions. (Lee, 2011) found that Korea's auto industry competes with Germany, Japan, and the US but has done well against European rivals like China. Korean manufacturers are successful and establishing lofty but feasible objectives. The Chinese economy has risen fast in the last 20 years, giving Korean carmakers opportunities and challenges. Korea must rely more on high-tech companies and design. Government design financing lets Korea compete with China in critical areas. After reviewing the previous findings, it was found that there was a little research conducted on the effect of eWOM reviews on the purchase intention of Korean products. This study contributed towards the linkage between eWOM and the purchase intention of Korean products among Indian customers in Uttar Pradesh, India

2.1 Conceptual Research Model

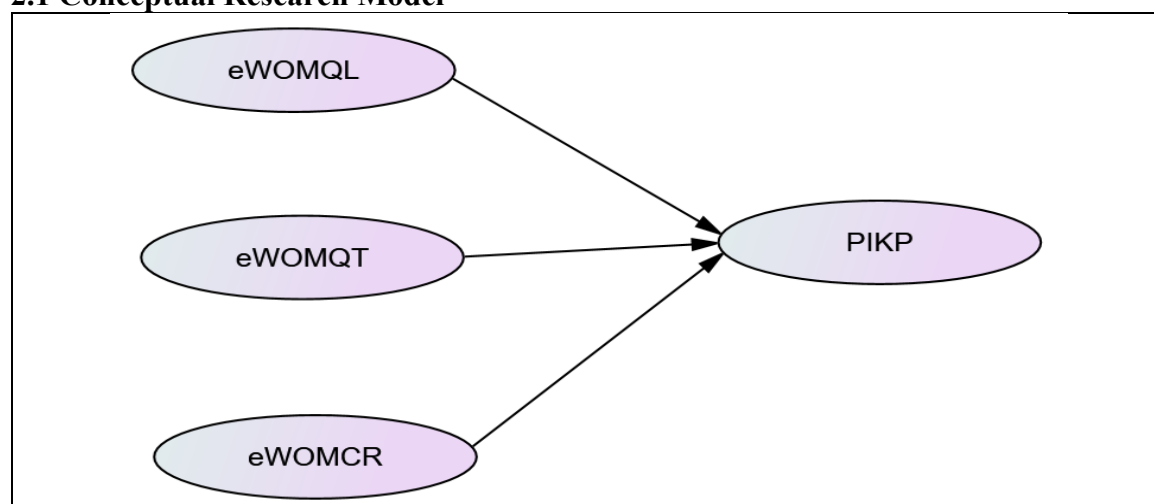


Figure 1. Conceptual Research Model

Source: AMOS 23.0

According to the conceptual research model depicted in figure 1, (eWOMQL/ eWOMQT/ eWOMCR) Quality, Quantity and Credibility of reviews are the independent latent constructs and purchase intention of Korean products (PIKP) is the dependent latent construct.

The objectives of this study are designed as:

- To know the effect of the eWOM quality reviews, on the purchase intention of Korean products
- To know the effect of the eWOM quantity reviews, on the purchase intention of Korean products
- To know the effect of the eWOM credibility reviews, on the purchase intention of Korean products

The hypotheses of this study are formulated as:

- H0₁: There is no significant effect of the eWOM quality reviews, on the purchase intention of Korean products
- H0₂: There is no significant effect of the eWOM quantity reviews, on the purchase intention of Korean products
- H0₃: There is no significant effect of the eWOM credibility reviews, on the purchase intention of Korean products

3. Methodologies

The study employed an exploratory as well as descriptive research design. A web based structured Google form questionnaire was used to get the primary data from the Indian customers in Uttar Pradesh, India. In the preliminary pilot study, the study employed Cronbach's alpha, Bartlet test of significance, % of variance and Kaiser-Meyer-Olkin (KMO) test value under the reliability and validity of the structured questionnaire. The study used Principal Component Analysis (PCA) for the extraction/ component matrix. The sample size was 407. The significance level was set in advance at 5%. The study employed correlation as well as regression enter method to test the cause-and-effect relationship and hypothesis testing.

3.1 Data

The study collected using structured questionnaire. The study measured demographic variables such as age, gender, and education in nominal scale, also referred to as grouping variables. To measure the eWOM Quality, Quantity and Credibility of reviews and purchase intention of Korean (PIKP) constructs, a 5-points Likert scale was used. While feeding the primary data in SPSS 23.0 version software, code 1 was considered as strongly disagreed, code 5 was strongly agreed, code 2, 4 was considered as disagreed, agreed and code 3 was considered as neither agreed nor disagreed.

3.2 Population & Sampling

The sampling population targeted 450 Indian customers in Uttar Pradesh, India but received corrected 407 responses from the web-based Google Form survey. The response rate was 90.44%. The primary data was collected using non-probability snowball sampling. The Indian customer in Uttar Pradesh, India who have recently purchased or intention to purchase any Korean products was the sampling unit in this study.

3.3 Pilot Study

A preliminary pilot study was carried out with a sample size of 45. Cronbach's alpha was used for the reliability and validity of the pilot data under the stage of questionnaire/ tool development and standardization. The reliability of the questionnaire, the Cronbach's alpha value must be greater than or equal to 0.700. The KMO test / value was used to check whether the sample size was sufficient. A KMO value of at least 0.600 is needed to get the best results. The higher the KMO value resulted the good sampling adequacy. A KMO value of 0.848 is excellent that results good enough samples are selected for the preliminary pilot study.

Table 1 : Reliability and Validity Summary

Construct/Latent Variable	Cronbach's Alpha	KMO	% of Variance	Number of Items
eWOM Quality	.914	.721	74.146	6
eWOM Quantity	.941	.820	80.289	6
eWOM Credibility	.882	.802	72.117	5
Purchase Intention	.800	.686	67.074	4

Source: SPSS 23.0

The table 1 results indicate that all four constructs/latent variables as eWOM Quality, eWOM Quantity, eWOM Credibility reviews and Purchase Intention passed the reliability and factor analysis conditions. Some items are deleted having Corrected item-total correlation (CITC values are below 0.300 under the reliability testing. Initially all the four constructs having six items. One item (item code 4.6- I am more likely to trust eWOM about Korean brands when multiple independent sources provide similar opinions.) for eWOM Credibility construct and two items (item code 7.5- I actively seek information about Korean products before making a purchase..., and item code 7.6- If given a

choice, I would choose a Korean brand over a non-Korean brand.) for Purchase Intention are deleted during the reliability checking. The component matrix displays the factor loading for each item across all four constructs as follows:

Table 2 : Component Matrix: eWOM Quality Reviews

Statements	Component 1
2.1 The online reviews and recommendations about Korean brands provide detailed and relevant information that helps in my purchase decisions.	.667
2.2 Most electronic word-of-mouth (eWOM) discussions about Korean brands are accurate and reliable.	.927
2.3 The opinions and experiences shared online about Korean brands are well-structured and easy to understand.	.916
2.4 I find the quality of online reviews about Korean brands to be high, as they often include first hand user experiences and factual details.	.759
2.5 Online reviews and discussions about Korean brands provide balanced perspectives, highlighting both strengths and weaknesses.	.895
2.6 I trust the information shared through electronic word-of-mouth (eWOM) about Korean brands because it is often supported by credible sources and real users.	.963

Source: SPSS 23.0

The table 2 results indicate that all six items component factor loading are above 0.500, therefore eWOM Quality Reviews construct can be used for further statistical analysis.

Table 3 : Component Matrix: eWOM Quantity Reviews

Statements	Component 1
3.1 I frequently come across online discussions, reviews, and recommendations about Korean brands.	.947
3.2 There is a high volume of consumer-generated content (e.g., reviews, social media posts, blogs) about Korean brands available online.	.883
3.3 I often see multiple opinions and reviews about Korean brands before making a purchase decision.	.746
3.4 Online platforms are flooded with reviews and discussions about Korean brands in various product categories.	.895
3.5 Korean brands receive more online reviews and discussions compared to other international brands in the same sector.	.936
3.6 The large number of online reviews and opinions about Korean brands influences my perception of their value and credibility.	.952

Source: SPSS 23.0

The table 3 results indicate that all six items component factor loading are above 0.500, therefore eWOM Quantity Reviews construct can be used for further statistical analysis.

Table 4 : Component Matrix: eWOM Credibility Reviews

Statements	Component 1
4.1 I find online reviews and recommendations about Korean brands to be honest and trustworthy.	.917

4.2 The electronic word-of-mouth (eWOM) content about Korean brands is usually shared by credible and knowledgeable consumers.	.679
4.3 I believe that most online reviews of Korean brands are unbiased and not influenced by brand promotions.	.908
4.4 I trust consumer opinions and discussions about Korean brands on online platforms.	.913
4.5 The sources of online reviews and recommendations about Korean brands (e.g., social media, blogs, forums) are generally reliable.	.803

Source: SPSS 23.0

The table 4 results indicate that all five items component factor loading are above 0.500, therefore eWOM Credibility Reviews construct can be used for further statistical analysis.

Table 5 : Component Matrix: Purchase Intention

Statements	Component 1
7.1 I am likely to purchase Korean products in the near future.	.678
7.2 I prefer Korean brands over other international or local brands when making a purchase decision.	.881
7.3 I would consider buying a Korean product if it meets my needs, regardless of price.	.910
7.4 I intend to recommend Korean brands to others based on my perception of their quality and value.	.787

Source: SPSS 23.0

The table 5 results indicate that all four items component factor loading are above 0.500, therefore Purchase Intention construct can be used. According to the component matrix table 2 to 5, it is clear that all items under each construct is extracted using Principal Component Analysis (PCA) method. The factor loading of each item under each construct is above 0.5 which is acceptable for further statistical analysis.

4. Results

4.1 Correlation

The cause-and-effect analysis was tested using correlation and regression analysis. The correlation analysis explored how each variable is correlated with other variable whether positive or negative or low or high. The regression analysis finds the cause-and-effect relationship with the magnitude and strength of the relationship between variables. The correlation and regression analysis are discussed as under using SPSS 23.0 version software.

Table 6 : Correlations

		Purchase Intention	eWOM quality reviews	eWOM quantity reviews	eWOM credibility reviews
Pearson Correlation	Purchase Intention	1.000	.857	.838	.819
	eWOM quality reviews	.857	1.000	.822	.787
	eWOM quantity reviews	.838	.822	1.000	.839
	eWOM credibility reviews	.819	.787	.839	1.000
Sig. 1-tailed	Purchase Intention	.	.000	.000	.000
	eWOM quality reviews	.000	.	.000	.000

N	eWOM quantity reviews	.000	.000	.	.000
	eWOM credibility reviews	.000	.000	.000	.
	Purchase Intention	407	407	407	407
	eWOM quality reviews	407	407	407	407
	eWOM quantity reviews	407	407	407	407
	eWOM credibility reviews	407	407	407	407

Source: SPSS 23.0

According to the correlation table 6, it is clear that the Pearson Correlation coefficients are .857, .838, and .819 for eWOM with respect to quality reviews, eWOM with respect to quantity reviews, and eWOM with respect to credibility reviews respectively, hence eWOM with respect to quality reviews, eWOM with respect to quantity reviews, and eWOM with respect to credibility reviews were positive very high, high, and high significantly (0.000, 0.000, 0.000) correlated with purchase intention of Korean Products among Indian customers in Uttar Pradesh, India.

4.2 Regression

Under regression analysis, three regression models are formulated as under:

First Regression Model

Y (Purchase Intention of Korean Products) = $a + b X$ (eWOM quality reviews)

Second Regression Model

Y (Purchase Intention of Korean Products) = $a + b X$ (eWOM quantity reviews)

Third Regression Model

Y (Purchase Intention of Korean Products) = $a + b X$ (eWOM credibility reviews)

Where a and b are the constants.

Table 7 : Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	eWOM with respect to credibility, eWOM with respect to quality, eWOM with respect to quantity ^b		Enter
a. Dependent Variable: Purchase Intention of Korean Products			
b. All requested variables entered.			

Source: SPSS 23.0

According to the variables Entered/Removed table 7, eWOM with respect to quality reviews, eWOM with respect to quantity reviews, and eWOM with respect to credibility reviews, are the independent latent constructs and purchase intention of Korean products is the dependent latent construct. The enter regression method is used in this study.

Table 8 : Model Summary

Model	R	R Square	Adjusted R Square
1	.898	.806	.804

Source: SPSS 23.0

According to the model summary table 8, the R square value is 0.806, hence 80.6% variance is explained the purchase intention of Korean products latent dependent variable by combined all the three latent independent variables as eWOM with respect to quality reviews, eWOM with respect to quantity reviews, and eWOM with respect to credibility reviews.

Table 9 : ANOVA

Model		Sum of Squares (SS)	df	Mean Square (MS)	F	Sig.
1	Regression	157.766	3	52.589	556.424	.000 ^b
	Residual	38.088	403	.095		
	Total	195.854	406			

Source: SPSS 23.0

According to the AOVA table 9, it is clear that F value is (556.424) and significant (0.000) , hence the selected model is highly significant for the further interpretation of the coefficient table which explained about the magnitude and strength of the relationship between independent and dependent variable.

Table 10 : Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Hypothesis Results	
		B	Std. Error	Beta				
1	(Constant)	-.309	.084		-3.698	.000		
	eWOM with respect to quality	.525	.048	.443	10.898	.000	Significant	H0 ₁ Rejected
	eWOM with respect to quantity	.320	.055	.267	5.787	.000	Significant	H0 ₂ Rejected
	eWOM with respect to credibility	.261	.045	.247	5.813	.000	Significant	H0 ₃ Rejected

a. Dependent Variable: Purchase Intention of Korean Products

Source: SPSS 23.0

According to the coefficient table 10, it is clear that for eWOM with respect to quality reviews, eWOM with respect to quantity reviews, and eWOM with respect to credibility reviews, the significant value is (0.000,0.000,0.000) respectively, hence it is safe to reject the all the three null hypothesis (H01: There is no significant effect of the eWOM quality of reviews, on the purchase intention of Korean products, H02: There is no significant effect of the eWOM quantity of reviews, on the purchase intention of Korean products, and H03: There is no significant effect of the eWOM credibility of reviews, on the purchase intention of Korean products and it can be concluded that there was a significant effect of the eWOM with respect to quality reviews, eWOM with respect to quantity reviews, and eWOM with respect to credibility reviews on the purchase intention of Korean products among Indian customers in Uttar Pradesh, India. The regression equation can be formulated as:

First Regression Model

Y (Purchase Intention of Korean Products) = $-.309 + (.443) X$ (eWOM quality reviews)

Second Regression Model

Y (Purchase Intention of Korean Products) = $-.309 + (.267) X$ (eWOM quantity reviews)

Third Regression Model

$$Y (\text{Purchase Intention of Korean Products}) = -.309 + (.247)X (\text{eWOM credibility reviews})$$

Based on the above regression equations, it can be concluded that by increasing one unit in the eWOM with respect to quality reviews, then there was an increase of 0.443 unit in the purchase intention of Korean products, and by increasing one unit in the eWOM with respect to quantity reviews, then there was an increase of 0.267 unit in the purchase intention of Korean products, and by increasing one unit in the eWOM with respect to credibility reviews, then there was an increase of 0.247 unit in the purchase intention of Korean products, therefore it can be finally concluded that eWOM with respect to quality reviews having the largest significant effect on the purchase intention of Korean products followed by eWOM with respect to quantity reviews and eWOM with respect to credibility reviews among Indian customers in Uttar Pradesh, India, India.

5. Conclusion

This study aimed to effect of eWOM as quality, quantity, and credibility of reviews on the purchase intention of Korean products among Indian customers in Uttar Pradesh, India. The findings revealed that there was a significant effect of the eWOM with respect to quality reviews, eWOM with respect to quantity reviews, and eWOM with respect to credibility reviews on the purchase intention of Korean products among Indian customers in Uttar Pradesh, India. (Ariella & Yunus, 2019) also find the similar findings. The eWOM with respect to quality reviews having the largest significant effect on the purchase intention of Korean products followed by eWOM with respect to quantity reviews and eWOM with respect to credibility reviews. The results of eWOM reviews helped the companies who are findings the new factors responsible for the purchase intention. The study helped the Indian customers while purchasing Korean products based on the electronic word of mouth in Uttar Pradesh, India. Future studies should use the more advanced model like structural equation model using AMOS 23.0 or Smart PLS to test the simultaneously hypothesis testing in one step. By addressing key links between eWOM as quality, quantity, and credibility of reviews and the purchase intention of Korean products, this study contributes the in-depth picture and strategic relevance of eWOM reviews for the formulation of marketing plan towards the purchase intention of Korean products. The eWOM related to the quality of reviews, quantity/ numbers / volume of reviews, and credibility of the reviews are the most reliable significant stimulus/impulses towards the purchase intention of Korean products in Uttar Pradesh, India

Ethical considerations

The questionnaire included a 'Consent Form to Data Confidentiality', requiring respondents to sign a confidentiality agreement to keep their data confidential for the research work only. The study methods were conducted in accordance with the university's approved guidelines.

Consent to participate

The Indian customers / participants of Uttar Pradesh who have participated provided their written informed consent to participate in this study.

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Data availability

The study's original contributions are included in the article/supplementary material, and inquiries can be directed to the corresponding author.

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