Environment and Social Psychology (2025) Volume 10 Issue 8 ISSN: 2424-8975 (O)
doi: 10.59429/esp.v10i8.3603 2424-7979 (P)

RESEARCH ARTICLE

Influence of country of origin, ethnocentrism and perceived quality on purchase intentions of Korean beauty products in Pakistan

Qasim Ali[1], Sang-Kuck Chung[2], Nargis Dewan[3*]

[1] *Department of International Trade, Inje University, Inje-ro, Gimhae-si, Gyeongsangnam-do, 50834, Republic of Korea*

[2] *Department of Management, Inje University, Inje-ro, Gimhae-si, Gyeongsangnam-do, 50834, Republic of Korea*

[3] *Department of Business Administration, Inje University, Inje-ro, Gimhae-si, Gyeongsangnam-do, 50834, Republic of Korea*

*** Corresponding author:** Nargis Dewan, nargisdewan@inje.ac.kr

ABSTRACT

The study aimed to analyze the impact of country of origin, consumer ethnocentrism, and perceived quality on purchase intentions of Korean beauty products among Pakistani consumers, where K-beauty has become increasingly popular. Extrinsic cues, especially country of origin (COO) significantly influence purchase intention (PI) and Perceived quality (PQ) acts as a mediating factor that causes COO's effect on PI. Whereas consumer ethnocentrism (CE) indicates an attitudinal opposition to foreign products. Results from PLS-SEM analysis indicate that COO ($\beta = 0.25$, $p < 0.001$) significantly impact PI while PQ serves as a partial mediator ($\beta = 0.54$, $p < 0.001$) in the relationship between COO and PI. CE has no significant effect($\beta = -0.115$, $p = 0.368$). The findings indicate a tendency of reverse ethnocentrism and offer consequences for marketers aiming at culturally varied markets. The paper addresses the limitations and proposes recommendations for further research.

Keywords: Country of origin; purchasing intention; perceived quality; consumer ethnocentrism

1. Introduction

Globalization has reshaped international trade, making the country of origin (COO) an increasingly important marketing cue. The COO effect influences consumer perceptions of product quality, innovation, and trust, which directly impacts their purchase decisions. Consumers often associate products with attributes related to their country of origin, such as technological expertise and workforce caliber, regardless of the actual manufacturing location[1]. Along with COO, consumer ethnocentrism—the tendency to favor domestic products due to national pride—also shapes purchase decisions. Consumers with high ethnocentrism tend to prefer local products, while those with lower ethnocentrism are more open to foreign goods. In the context of Pakistan, this study explores how ethnocentrism, in combination with COO effects and perceived quality, influences Pakistani consumers' decisions to purchase Korean cosmetics. Perceived quality is a key driver of purchase intention, as consumer expectations rise with improvements in product quality. Research indicates that COO affects perceived quality and brand identification, which then mediate the relationship between

ARTICLE INFO
Received: 8 April 2025 | Accepted: 22 July 2025 | Available online: 15 August 2025

CITATION
Ali Q, Chung SK, Dewan N. Influence of country of origin, ethnocentrism and perceived quality on purchase intentions of Korean beauty products in Pakistan. *Environment and Social Psychology* 2025; 10(8): 3603. doi: 10.59429/esp.v10i8.3603

COPYRIGHT
Copyright © 2025 by author(s). *Environment and Social Psychology* is published by Arts and Science Press Pte. Ltd. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (https://creativecommons.org/licenses/by/4.0/), permitting distribution and reproduction in any medium, provided the original work is cited.

COO and purchase intention[2]. In this study, we examine how Korean beauty products, embraced through cultural influence, are perceived by Pakistani consumers.

In emerging markets like Pakistan, Korean products are often associated with innovation, cleanliness, and modernity. This positive image has been a driving force behind the rise of K-beauty, a term referring to South Korea's globally recognized skincare and cosmetics[3]. The growing popularity of Korean beauty products is fueled by the cultural influence of K-drama, K-pop, and other aspects of Korean material culture, which make Korean products highly desirable in markets like Pakistan. Pakistan's beauty sector has seen a noticeable shift, with increasing consumer interest in imported cosmetics alongside traditional local products. Korean beauty brands such as Etude House, Missha, Tony Moly, and Innisfree are gaining traction in Pakistan, competing with global giants like Unilever and L'Oréal. However, limited research exists on how COO effects, ethnocentric biases, and perceived quality interact to shape consumer purchase intentions in Pakistan's beauty and skincare market. In 2024, Pakistan ranked 98th globally in cosmetic product imports, with beauty products being the 267th most-imported category[4]. Major importers include the United Arab Emirates ($7.54M), China ($4.49M), Singapore ($3.04M), Thailand ($2.75M), and Turkey ($2.22M). The market is expected to continue growing, with imports projected to reach $275 million by 2026, at an average annual growth rate of 2.8%[4].

This study aims to examine how COO, perceived quality, and ethnocentrism affect the purchase intention of Korean beauty products in Pakistan. By understanding how Pakistani consumers assess the country-of-origin image and quality of Korean products, this research offers insights into the factors influencing their purchasing behavior in the beauty and skincare market.

1.1. Research gap

Despite extensive research on how Country of Origin (COO), perceived quality, and consumer ethnocentrism (CE) influence consumer behavior, there is a significant gap in studies focusing on South Asian countries like Pakistan. This gap is crucial as Pakistan has its own unique social and cultural values, economic challenges, and growing exposure to global media, including Korean culture. Most existing literature has concentrated on COO effects in Western and East Asian markets, where consumers are already familiar with foreign brands[5,6]. Moreover, perceived quality has been mostly analyzed as a direct predictor of purchase intention (PI), with limited research examining it as a mediator in the relationship between COO and PI[7,8]. Additionally, while consumer ethnocentrism influences purchase intentions, there is little research addressing its paradoxical impact in markets where consumers may opt for foreign products despite strong patriotic inclinations. This is particularly evident in Pakistan, where the reverse ethnocentrism phenomenon can significantly impact consumer behaviour[9].

Finally, there is a lack of research utilizing advanced statistical methods like PLS-SEM to integrate COO, perceived quality, and ethnocentrism into a single meditational model, especially in the context of emerging markets like Pakistan. This study fills these gaps by testing a theoretical framework with consumer ethnocentrism as an independent variable, perceived quality as a mediator, and utilizing PLS-SEM to analyze primary data from Pakistani consumers familiar with Korean beauty products. It also incorporates a contemporary perspective using real consumer data from the post-COVID-19 era, a period marked by the rise of K-beauty trends[31].

2. Theoretical Framework

The study is primarily anchored in the cue utilization theory, which is expressed by Olson and Jacoby (1972) and explains that in the absence of complete product information, the consumers mainly rely on

extrinsic cues such as country of origin to make inferences about the product quality, and that affects even the perceived purchase desirability. In this concept, the country of origin is a cognitive signal for quality, innovation, and brand image. Integration of the consumer ethnocentrism theory by Shimp and Sharma (1987) explains that individuals' purchase decisions are highly influenced by nationalistic and moral considerations regarding foreign products. In emerging markets like Pakistan, ethnocentrism is a primary ideological filter that shapes the decision-making process. Consumers with high ethnocentric tendencies may reject foreign products based on the concept regardless of the country-of-origin image or the product's perceived quality. On the other hand, consumers with low ethnocentrism may welcome foreign products and even regard them as superior. Perceived quality is an evaluative outcome for country-of-origin cues and a driver of purchase intentions. Consumer ethnocentrism serves as an attitudinal gatekeeper, either inhibiting or amplifying the effects of COO and PQ in behavioural intent[10-12].

A conceptual framework (**Figure 1**) has been established to examine the factors affecting the purchasing intentions of Pakistani customers about Korean beauty products. Within this paradigm, country of origin (COO) and consumer ethnocentrism (CE) are regarded as independent variables, whilst purchase intention (PI) functions as the dependent variable. Perceived quality (PQ) is defined as a mediating variable that illustrates the indirect influence of country of origin (COO) on purchase intention (PI). This method views PQ as the psychological process by which COO impacts consumer decisions, in contrast to previous models that viewed PQ as a direct predictor. This framework seeks to clarify both the direct impact of COO on PI, as well as the indirect path from COO to PI through PQ. The framework underpins the evaluation of the subsequent hypotheses:

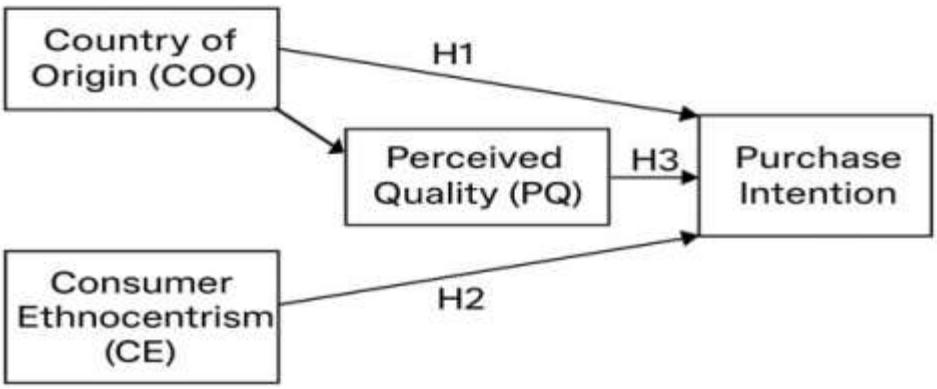

Figure 1. Conceptual framework.

COO→PI exerts a direct influence on the purchase intention through the country of Origin. CE →PI shows that ethnocentrism independently surpasses willingness to buy foreign products, offering an attitudinal path. COO→PQ→ PI offers a mediated pathway indirectly influencing COO through perceived quality, which offers a cognitive path.

3. Literature review

- **Country of origin:**

The Country of Origin (COO) impact is a fundamental concept in the study of global consumer behavior, particularly in understanding perceptions of foreign products. The COO, refers to the country where a product is manufactured or branded. It serves as an intense external trigger that significantly influences consumers' thoughts, emotions, and purchase intentions. Dichter[13] asserts that the "Made In" label signifies

not just the origin of a product but also embodies anticipated characteristics such as design, flavor, and functionality. It frequently engages with other marketing elements such as pricing and promotion[14]. Cue Utilization Theory proposes that individuals employ a combination of intrinsic cues (such as product design and functionality) and extrinsic cues (including price, brand name, and country of origin) to evaluate products, particularly in the absence of complete information or experience[15]. The COO remains one of the most influential and readily identifiable cues, exerting a quantifiable impact on individuals' thoughts and behaviors[1,16].

In a world where there is technological parity and countries compete with each other, industrialized countries are often regarded as having high-quality, cutting-edge products. Conversely, products from low-tech or less industrialized nations are frequently perceived as less dependable and inferior in quality[16]. Research indicates that when a nation's perceived strengths align with customer expectations—such as German engineering or Korean beauty innovation—individuals are more inclined to purchase the product[17]. COO shapes consumer feelings and expectations, much like brand names and pricing. While some studies find a direct link between COO and purchase intention, others show that factors like brand image and perceived quality mediate this relationship. For example, COO influences purchase intention indirectly through brand image in the Chinese smartphone market[18], and similarly for electric home goods[19].

Furthermore, COO is really connected to how people feel, who they are, and how much they trust a brand. It can cause both emotional reactions (like national pride or ethnocentrism) and cognitive judgments (like feelings of safety and reliability)[20,21]. A country with a good reputation makes people think its products are more trustworthy and of higher quality, which keeps customers coming back and buying more over time[18,22]. This is especially true in developing countries like Pakistan, where people often choose imported goods over local ones because they think they are better in terms of quality, appearances and brand prestige[8,12,23,24]. In developing countries, COO is more than simply a technical term; it's also a sign of worth that people want to have. People often think that foreign goods, especially those from technologically sophisticated countries, are better, more effective, and have a better image around the world. This is in line with[22], which revealed that a country's image can often lead to consumer loyalty through its symbolic and experiential links.

Given these insights, the COO stands out as an important external variable that directly impacts consumer behavior, especially in terms of shaping purchase intentions. Numerous studies have demonstrated that customers frequently evaluate products that are unfamiliar by using their country of origin as a clue. This perception alone, regardless of other brand or product-level characteristics, can result in favourable or unfavourable purchase decisions[1,14,16]. COO serves as an extrinsic cue, as outlined by Cue Utilization Theory[15], and plays a significant role in consumer decision-making, particularly in situations where there is a lack of brand familiarity or product knowledge. In the PLS-SEM framework, COO is defined as an exogenous latent variable that directly influences Purchase Intention, consistent with existing theoretical and empirical findings. Based on these findings, the following hypothesis is proposed:

H1: Country of origin (COO) has a direct and positive impact on Pakistani consumers' purchase intentions for Korean beauty products.

- **Consumer Ethnocentrism**

Consumer ethnocentrism (CE) refers to the belief that purchasing domestic products supports the local economy and is patriotic, while purchasing foreign products is perceived as unpatriotic and economically harmful[25]. Rooted in social identity theory, ethnocentrism reflects individuals' desire to protect and promote their national identity through consumption patterns. Ethnocentric consumers often have negative attitudes

toward foreign products, not necessarily due to their quality but because of their sense of duty to their own culture and economy. Shimp and Sharma[25] developed the CETSCALE to measure consumer ethnocentrism, and this tool has been widely used to explore preferences for domestic over foreign products. This study applies a version of the scale adapted to the Pakistani market to assess local consumers' ethnocentric tendencies[26,28].

In emerging markets like Pakistan, ethnocentrism doesn't always prevent consumers from purchasing foreign goods, especially when these products are perceived as higher quality or prestigious. Previous research has shown that ethnocentric beliefs may be overridden when foreign products carry symbolic or prestige value[26,28]. However, in the context of Korean beauty products, which are often seen as trendy and globally recognized for their advanced formulations, ethnocentric biases may still influence Pakistani consumers' attitudes. Despite the global success of K-beauty, ethnocentric individuals may view these products as foreign and potentially inferior, which could lower their purchase intentions[23,29]. Numerous studies have demonstrated that ethnocentrism significantly impacts purchase intentions, particularly in markets where national identity plays a pivotal role in shaping consumer decisions[30,31]. Research indicates that ethnocentric consumers may be more likely to choose local brands even when foreign products are perceived to offer superior quality or global appeal[13,31,32].

For Pakistani consumers, this bias against foreign products, especially those perceived as "foreign" like Korean beauty products, may affect their willingness to purchase these products, even when they possess higher quality or are perceived as prestigious[33].

The concept of purchase intention refers to the likelihood that consumers will decide to buy a product based on various factors such as country of origin (COO), ethnocentrism, and perceived quality[34]. Although purchase intentions may not always perfectly predict actual behavior, they offer valuable insights into consumer decision-making, reflecting both rational and emotional factors[25]. Previous studies have shown that even ethnocentric consumers may opt for foreign products if those products are perceived as high quality or prestigious[8]. This hypothesis explores whether Pakistani consumers' ethnocentric attitudes will reduce their intention to purchase Korean beauty products, despite the global reputation and superior quality associated with these products. Therefore, the study proposes the following hypothesis:

H2: Consumer ethnocentrism (CE) has a direct and negative impact on Pakistani consumers' purchase intentions for Korean beauty products.

- **Perceived Quality (Mediator)**

Perceived Quality (PQ) is a consumer's subjective assessment of a product's overall excellence, based on factors like performance, durability, and brand reputation. It influences customer behavior, brand loyalty, and purchase intentions [19]. Unlike Country of Origin (COO), which is an extrinsic cue, PQ is driven by intrinsic characteristics and personal experiences[7,32]. PQ can also be biased by past negative experiences with products from certain countries[32,35]. For example, a study in Pakistan ranked Japanese products highest in quality, followed by German and American, with Chinese and Korean products rated lower[36]. While COO shapes initial perceptions, PQ ultimately determines whether a purchase is made. PQ mediates COO's effect on purchase intention. Even if a product is from a reputable country, consumers may not buy it unless they perceive it as high-quality, durable, and reliable[7]. PQ also directly impacts purchase intention, as consumers tend to choose products they believe are of superior quality, regardless of origin. This makes PQ essential in influencing consumer decisions both directly and indirectly.

This distinction is crucial in the realm of Korean cosmetic products. The Korean origin (COO) may appeal to Pakistani consumers because to the rising popularity of K-beauty; nevertheless, it is the perceived

quality—specifically the efficacy of modern skincare technology like "glass skin" formulations—that ultimately influences purchasing decisions. A study on Indonesian Gen Z consumers revealed that country of origin (COO) alone did not significantly affect purchase intention; instead, perceived quality (PQ) completely mediated the relation, highlighting the crucial importance of perceived quality in transforming interest into action[35]. The findings of this study is especially relevant in emerging markets such as Pakistan, where quality judgments are closely linked to local preferences and the reputation of multinational products.

Consumers perceive product quality based on key attributes, influencing their trust and purchase decisions[37]. High perceived quality increases trust[38], while low quality can harm a brand's image[39]. Perceived quality, driven by product performance and brand reputation, distinguishes brands in a competitive market[40]. Cultural preferences also affect how COO influences purchase intent[41]. Studies show that in Pakistan, COO influences consumer perceptions positively, particularly for foreign products. Pakistani consumers do not exhibit ethnocentrism towards French cosmetics, as indicated by prior research[42]. Similar preferences for Western products in Bangladesh are attributed to their higher quality and durability[43]. Moreover, Pakistani consumers think that COO is an important factor when they buy things like cars, TVs, or mobile phones, especially when quality and brand image are important similar preferences for Western products[44].

These findings suggest that perceived quality influences customer behavior in two ways. Initially, it serves as a direct factor influencing purchase intention, as consumers are more inclined to purchase products they perceive as high quality. Secondly, it serves as a mediating variable between Country of Origin (COO) and Purchase Intention, indicating that COO affects purchase decisions mainly by shaping consumers' perceptions of product quality. The mediating role highlights the significance of perceived quality in consumer decision-making.

H3: Perceived quality (PQ) mediates the relationship between country of origin (COO) and Pakistani consumers' purchase intentions for Korean beauty products.

4. Research design

4.1. Survey instruments and measures

The survey used a validated multi-item scale adapted to the context of Pakistan. All the items were measured on a seven-point scale from "I totally disagree" to "I strongly agree." We distributed 250 questionnaires in total and collected 236 responses. During the data screening process, 21 questionnaires were discarded due to incomplete responses, which resulted in missing data. Consequently, this research considers only 215 questionnaires with complete responses as complete data. The country-of-origin (COO) had five items adapted from[45] and[46]. 4 items on perceived quality were adapted from[47] and[48]. CE had five items taken for CETSCALE, developed by Shimp and Sharma[25]. Lastly, PI had three items developed from[49], which measured the likelihood of buying Korean beauty products.

4.2. Survey design

The study employed a quantitative cross-sectional survey design, which tests a structural model to examine the relationship between COO, CE PQ, and PI among Pakistani consumers of Korean beauty products. The cue utilization theory and the consumer ethnocentrism theory highly influenced the design. The analytical process used the Partial Least Squares Structural Equation Model (PLS-SEM) to test the hypothesis. The measures from established research were adopted, making modifications to suit the specific context and objectives of the current study.

4.3. Sampling

The research utilized a non-probability purposive sampling method, which selected participants who have experience with Korean beauty products and fit the market's leading consumer group in Pakistan. Candidates must be 18 or older, have a mix of genders, and come from large cities. The choice of 215 respondents was based on research already done on consumer behavior, so the statistical methods had enough data to handle. Studying people with particular expertise helped improve the accuracy of predicted purchase intentions. The technique helped the researcher to obtain data linked to age, gender, and work, all on a limited budget.

4.4. Data collection and ethical approval

Data were collected through an online survey distributed via social media platforms (Facebook groups, Instagram pages, and WhatsApp), targeting consumers familiar with Korean beauty products. The survey focused primarily on skincare, beauty, and consumer product reviews. The data collection period lasted 4 weeks, including a screening process to confirm participants' familiarity with Korean beauty products. Although the study did not require formal ethical approval from the institution, the department chairman granted permission to conduct the research. The research posed minimal risk and involved only anonymous survey data. The study adhered to all ethical guidelines for research involving human participants. Participants were informed about the study's purpose, process, and voluntary nature. Privacy and anonymity were ensured, and informed consent was obtained from all respondents prior to participation.

5. Results

5.1. Demographics

Out of the 215 respondents, 126 (58.6%) were female, and 89 (41.4%) were male. The majority, 93 respondents (43.3%), were between the ages of 21 and 30, followed by 55 respondents (25.6%) aged 31–40, 47 respondents (22%) under 20, and 4 respondents over 50. Regarding occupation, 44.2% were employed (public or private), 32.5% were self-employed, 14% were students, and 9.3% were homemakers. **Table 1** below illustrates the data distribution.

Table 1. Demographic profile.

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	89	41.4
	Female	126	58.6
Age	Less than 20	47	22
	21 – 30	93	43.3
	31 – 40	55	25.6
	41 – 50	16	7.4
	Above 50	4	1.9
Occupation	Employee	95	44.2
	Self-employed	70	32.5
	Student	30	14
	Housewife	20	9.3

5.2. Descriptive statistics and inter-construct correlation matrix

Table 2 presents the descriptive statistics for the four principal variables in the study: country of origin (COO), perceived quality (PQ), customer ethnocentrism (CE), and purchasing intention (PI). It also demonstrates the inter-construct connection among these variables. The mean indicates that individuals generally had favorable views toward both the country of origin (M = 5.45, SD = 1.68) and the perceived quality (M = 5.31, SD = 1.68) of Korean beauty goods. The mean score for purchase intention was very high (M = 4.98, SD = 1.81), whereas the mean score for consumer ethnocentrism was lower (M = 3.95, SD = 2.08), indicating that individuals exhibited less prejudice towards their own nation when making purchasing decisions.

Table 2. Descriptive statistics and correlation matrix.

Construct	Mean	SD	1	2	3	4
Country of Origin (COO)	5.45	1.68	1.000			
Consumer Ethnocentrism (CE)	3.95	2.08	0.011	1.000		
Perceived Quality (PQ)	5.31	1.68	0.489	0.149	1.000	
Purchase Intention (PI)	4.98	1.81	0.368	0.381	0.203	1.000

Note: *All values represent Pearson correlations among latent constructs. Diagonal values are fixed at 1.00.*

The COO exhibited a moderate correlation with PQ (r = 0.489) and PI (r = 0.368), suggesting that a positive perception of Korea as a country of origin is linked to both quality assessments and purchase intentions. PQ and PI exhibited a positive correlation (r = 0.381), reinforcing the hypothesis that increased perceived quality elevates purchase intention. The correlations between CE and other variables were minimal, particularly with PI (r = 0.149), which corresponds to its statistically insignificant impact in the structural model.

5.3. Measurement model

We used Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS to check the measurement model's reliability and validity. The test evaluated outer loadings, internal consistency reliability (using Cronbach's Alpha and Composite Reliability), convergent validity (using Average Variance Extracted), and discriminant validity (using the Fornell–Larcker criterion). The constructs in this study are all modeled reflectively.

5.3.1. Outer loadings

The study assessed indicator reliability using outer loadings. Items with standardized loadings of 0.60 or higher were retained as shown in **Table 3**. Most items were above the threshold, indicating acceptable reliability. However, one item under consumer ethnocentrism was excluded to improve model quality. All other items showed satisfactory loadings and were used in subsequent assessments.

Table 3. Outer loadings of measurement items.

Constructs	Items Code	Standardized Loading	Retained
Country of Origin(COO)	COO1	.712	Yes
	COO2	.610	Yes
	COO3	.715	Yes
	COO4	.678	Yes
	COO5	.753	Yes

Constructs	Items Code	Standardized Loading	Retained
Consumer Ethnocentrism (CE)	CE1	0.58	**No**
	CE2	.704	Yes
	CE3	.673	Yes
	CE4	.600	Yes
	CE5	.646	Yes
Perceived Quality (PQ)	PQ1	.736	Yes
	PQ2	.741	Yes
	PQ3	.741	Yes
	PQ4	.657	Yes
Purchase Intention (PI)	PI1	.819	Yes
	PI2	.831	Yes
	PI3	.768	Yes

Table 3. (*Continued*)

5.3.2. Construct reliability and convergent validity

Convergent validity assesses if items that measure the same constructs are strongly correlated and confirms if they represent an intended latent variable. **Table 4** shows the relationship between COO, CE, PQ, and PI when analyzed based on reliability and validity.

Table 4. Reliability & convergent validity.

Constructs	A	CR	AVE
COO	.899	0.907	0.621
C.E	.856	0.872	0.583
PQ	.918	0.925	0.658
PI	.899	0.904	0.612

Note: *Cronbach's Alpha (α), Composite Reliability (CR), Average Variance Extracted (AVE), Country of Origin(COO), Consumer Ethnocentrism (C.E), Perceived Quality (PQ), Purchase Intention (PI)*

The reliability metrics for both Cronbach's alpha and composite reliability must surpass the 0.70 mark to conform to internal consistency. Average variance extracted (AVE) needs to be >0.50, which proves that over 50% of the item variance is captured by the latent variable. Thus, the results validate the scale's ability to measure the intended construct without redundancy. High CR and AVE values justify using the items for structural model testing.

5.3.3. Model fit assessment

Table 5. Model fit indices of the structural model.

Model Fit Indices	Value	Threshold
Comparative Fit Index (CFI)	0.912	> 0.90
Root Mean Square Error of Approximation (RMSEA)	0.062	< 0.08
Standardized Root Mean Square Residual (SRMR)	0.05	<0.08

The model fit indices in **Table 5** showed that the Standardized Root Mean Squared Residue (SRMR) was 0.062, below the threshold of 0.08, indicating a good fit. The Normed FIT Index (NFI) was 0.912, above

the recommended 0.90, showing a good fit. The justification for PLS-SEM was selected due to its suitability in theory development and prediction-oriented research, complexity in models with mediation effects, exploratory studies with a smaller sample size, and non-normal data that can be easily worked out with the model, which can be obtained from emerging markets like Pakistan.

5.3.4. Discriminant validity

The discriminant validity ensures constructs are different by comparing the shared correlation with other unique variances. **Table 6** was developed to analyze the outcome, and[50] was applied to create the outcomes. The square root of AVE (√AVE) confirms that constructs share more variance with items in other constructs. Consumer ethnocentrism shows low overlap with other constructs, suggesting it operates independently, supporting its inclusion as a separate factor of the model.

Table 6. Discriminant Validity.

Construct	COO	PQ	CE	PI
Country of Origin (COO)	**0.621**			
Perceived Quality (PQ)	0.489	**0.658**		
Consumer Ethnocentrism (CE)	0.0112	0.203	**0.583**	
Purchase intention (PI)	0.368	0.381	0.149	**0.612**

Note: *the bold shows the square root of AVE (√AVE), which must be higher than the off-diagonal correlations. For example, COO-PQ is 0.489, showing that inter-construct correlations vary across all constructs. CE has the lowest inter-construct correlation, which shows its independence. However, PI has the highest correlation.*

5.4. Structural model assessment

The study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software to analyze the factors influencing Pakistani consumers' purchase intentions (PI) of Korean beauty products. The focus was on hypotheses related to country of origin (COO) consumer ethnocentrism (CE) direct effect on Purchase Intention(PI), while also exploring the mediating function of perceived quality (PQ) in the indirect association between COO and PI. The use of SEM allowed for a simultaneous comparison of multiple aspects of the model, providing a more comprehensive view than traditional regression analysis. The structural model was assessed to analyze the proposed relationships among constructs, including both direct and indirect effects.

5.4.1. Result for hypotheses

Table 7. Structural path coefficients (PLS-SEM Bootstrap).

Hypothesis	Path	(β)	t-value	p-value	Decision Note
H1	COO → PI	0.25	3.17	<0.001	Supported
H2	CE → PI	-0.115	0.90	0.368	Not supported
H3	COO → PQ → PI (mediation)	0.54	6.72	<0.001	Supported

Path coefficients and their significance levels were estimated using bootstrapping procedures, as shown in **Table 7**. The structural model results indicated that the country of origin (COO) exerted a significant and positive direct effect on purchase intention (PI) ($\beta = 0.25$, $t = 3.17$, $p < 0.001$), thereby supporting **H1**, confirming that Pakistani consumers are influenced by Korea's reputation when consuming beauty products and influencing purchase intentions. Conversely, consumer ethnocentrism (CE) did not exhibit a statistically significant impact on PI ($\beta = -0.115$, $t = 0.90$, $p = 0.368$), indicating that **H2** was not supported. This

indicates that ethnocentric sentiments do not substantially prevent Pakistani customers from purchasing Korean beauty products.

The mediation analysis investigated at how country of origin (COO) affects purchase intention (PI) through perceived quality (PQ). The results demonstrate that COO had a statistically significant indirect effect on PI through PQ ($\beta = 0.54$, $t = 6.72$, $p < 0.001$), which supports **H3**. The direct effect of COO on PI also stayed strong ($\beta = 0.25$, $t = 3.17$, $p < 0.001$), which means that perceived quality partially explains the association between COO and purchase intention. The findings show that COO affects PI both directly and indirectly by changing how consumers evaluate the quality of products.

6. Discussion

The descriptive and correlational study provides preliminary support for the suggested model. The affirmative correlations among COO, PQ, and PI align with existing studies, indicating that country cues and perceptions of product quality significantly influence consumer behavior in foreign markets. The correlation between COO and PQ ($r = 0.489$) substantiates the mediation analysis's proposition that COO influences PI indirectly via perceived quality. The correlation between COO and PI ($r = 0.368$) indicates that it functions as both an external stimulus and a direct influence on behavior.

Notably, consumer ethnocentrism had weak correlations with all components, particularly with PI ($r = 0.149$). This corroborates the structural model's findings that ethnocentrism did not significantly deter individuals from purchasing Korean cosmetic products. This tendency aligns with the concept of reverse ethnocentrism, prevalent in emerging countries. In these marketplaces, individuals perceive foreign products, particularly those from technologically advanced countries, as aspirational rather than undesirable. This study highlights that the country of origin significantly influence the purchase intentions of Pakistani consumers regarding beauty products. In contrast, ethnocentrism exerts an adverse effect in this context. A favorable perception of a product's country of origin (COO) substantially increases the probability of purchase, and consumers are more likely to buy a product they perceive as high quality. The structural path coefficient ($\beta = 0.25$, $p < 0.001$) confirm that COO influences PI, which supports HI. The present study indicates that the country of origin significantly influences the purchasing intentions of Pakistani consumers regarding beauty products manufactured in South Korea.

The country of origin affects customers' purchase intentions, shaped by their perceptions of positive and negative attributes associated with a country[51]. People often perceive products manufactured in developed countries as superior to those produced in developing countries[52]. It has been observed that consumers are significantly less likely to purchase products from countries that have a negative reputation as their country of origin. The country n-of-origin effect is a significant factor in making purchases of foreign products. Previous studies have also shown that COO affects how customers assess quality, which in turn affects their intentions to buy. For instance, the country of origin influences quality perceptions, affecting customers' purchase intentions[53]. This finding shows that when deciding whether to buy something, people are heavily influenced by its perceived effectiveness, durability, and reliability of products associated with their “made in” lables. The strength of this link shows that, in addition to outside factors people give great value to; where the product comes from. Internal judgments of the product are the most important factor in deciding whether to buy it, especially in markets where people are becoming more aware of brands and quality. An exploratory study revealed that Saudi women's purchase intention for luxury fashion brands is primarily influenced by the quality of the product[54].

Contrary to H1, consumer ethnocentrism did not significantly reduce purchase intentions for Korean beauty products (β = -0.115, p = 0.368). This suggests that Pakistani consumers' preference for K-beauty may override ethnocentric biases, aligning with studies in emerging markets where perceived quality and global brand appeal diminish nationalism effects, for example[55]. Other scholars have long argued that developing countries often exhibit lower ethnocentric prejudices than their developed counterparts[32,56]. Asserted that in underdeveloped countries, reverse ethnocentrism may occur, wherein ethnocentrism exerts little or adverse influence on the consumption of indigenous items.

Although ethnocentrism among consumers is generally low in Pakistan, a developing nation, it does not rule out the possibility that it might positively influence their inclination to purchase domestically made items. Despite their strong ethnocentrism, Pakistani individuals still have a tendency to purchase American products[8]. Sixty percent of respondents in their research believe the country of origin is significant in their purchasing decisions, and a nearly identical proportion exhibits ethnocentrism toward Pakistan. Furthermore, it has been demonstrated in another study that Pakistani consumers exhibit more sensitivity toward acquiring and owning homemade products than imported ones[58].

The impact of a country's origin on Pakistani consumers' evaluations of French cosmetics was investigated in a previous study[42]. The study found that Pakistani consumers are not ethnocentric when purchasing French cosmetics. The analysis yielded similar findings, suggesting that Pakistanis' insatiable enthusiasm for Korean cosmetic goods stems from their superior quality and the allure of Korean beauty culture. In the Pakistani setting, ethnocentrism may not significantly impede the use of foreign cosmetic items; instead, the country of origin affects customer views and purchasing intentions. Despite their ethnocentric convictions, it was discovered that Pakistani customers are more open to foreign items, particularly those of excellent quality.

The SEM results also confirm that perceived quality partially mediates the effect of COO on purchase intention, which collaborates[58,59], which helps link the perception of quality to brand preference. The partial mediation of PQ between COO and PI (indirect effect = (β 0.54), $p < 0.001$; H3supported) shows that while COO can be used independently to boost PI, it has an impact when undertaken through quality assessment. It implied that Pakistani consumers first associate Korean products with a high standard and then validate the purchase through perceived efficacy with items like ingredient transparency and visible results. The study's theoretical contribution shows that the mediation insight offered through the partial role played by PQ clarifies the cognitive process, where COO primes the expectations, but product quality finalizes the decision-making process.

7. Implication

In Pakistan, marketers of Korean cosmetic products should consider these findings since they have crucial consequences. Regarding marketing strategy, brands should emphasize the country of origin (also known as the "K-beauty" appeal), which focuses on innovation and quality standards as an effective strategy for increasing the likelihood of consumers intending to purchase. Given the strong connection between COO and PI, Korean businesses should emphasize the distinctive characteristics of their country of origin. These characteristics include the prevalence of Korean beauty culture, innovation, and modern technology. Furthermore, highlighting the perceived quality of the products can significantly influence the choices made by consumers. Marketing efforts that convey the excellent quality and efficacy of Korean beauty products would resonate strongly with customers in Pakistan.

Secondly, marketers ought to recognize that ethnocentrism is less important for K-beauty in Pakistan; quality and innovation (PQ) are still more important. Consumer education can be critical to help consumers with higher ethnocentrism through marketing efforts on how they can use the products from local retailers, manufacturers, and distributors to their benefit, rather than framing it as a foreign versus domestic choice, and that can help grow the economy. Lastly, product positioning can be utilized by retailers to improve the quality of products through in-store experiences, product demonstrations, quality guarantees, and pricing strategies, which can help people with high and low ethnocentrism. Policy considerations can be added to imports to streamline approval of Korean brands and capitalize on demand. Local partnership can also encourage collaboration, which can mitigate the concerns in the long term.

8. Conclusion

This study investigates the impact of country of origin, ethnocentrism, and perceived quality on the purchase intentions of Pakistani consumers towards Korean beauty products. The findings indicate that COO significantly predict purchase intention, whereas ethnocentrism is not a significant influencing factor. The results also validate the partial mediating effect of perceived quality on the connection between country of origin and purchase intention. This means that Pakistani consumers prefer the "made in Korea" label, associating Korean beauty products with high quality, which influences their purchasing intentions.

Marketers focusing on Pakistani consumers ought to highlight the origin and quality of Korean beauty products in their promotional strategies. The results indicate that, although ethnocentrism may affect consumer behavior, its influence is negligible in this context. Consequently, firms may not require substantial investment to address ethnocentric tendencies when promoting foreign products to Pakistani consumers.

This study presents several limitations. The sample consisted of 215 respondents, with data collection restricted to select cities in Pakistan, while many rural area consumers may have a different perspective on prioritizing affordability over COO. Future research should increase the sample size and geographic scope to understand the market better. Furthermore, examining additional potential moderating factors, including consumer familiarity with foreign brands and individual differences in consumer involvement, may yield more profound insights into purchase intentions. Korean beauty brands ought to leverage their robust country image and perceived quality in Pakistan, acknowledging that ethnocentrism may not pose a substantial obstacle to market entry. The data was also self-reported, suggesting that the subjects may have been biased. Focusing on only Korean beauty products could have limited the generalizability to other product categories.

The fact that consumers' ethnocentrism isn't important could be because the study was about cosmetics. Ethnocentrism might still affect basic needs like food. A cross-category analysis where other imported products, such as electronics, were analyzed could effectively generalize ethnocentrism variability. The dynamic factors of the shift in conducting the study post the COVID-19 pandemic offer a change in perspectives on the country of origin. Lastly, the cultural factors that are specific to Pakistan can affect the relationship between the markets.

Conflict of interest

The authors declare no conflict of interest.

References

1. "Camacho, L. J., Ramírez-Correa, P. E., & Salazar-Concha, C. (2021). Consumer ethnocentrism and country of origin: Effects on online consumer purchase behavior in times of a pandemic. Sustainability, 14(1), 348. ".

2. “Crespo, C. F., & Velgan, T. (2025). The impact of acculturation and country-of-origin image on emigrants’ purchase intention: A cross-cultural analysis. International Journal of Intercultural Relations, 105, 102141.”.
3. “Kwon, Y. J. (2020). Rituals and Myths of Korean Skin Care Practices: The Emergence of K-beauty in the Global Marketplace. 복식, 70(5), 45-61.”.
4. "Beauty Products in Pakistan,’ The Observatory of Economic Complexity. Accessed: Jan. 04, 2025. [Online]. Available: https://oec.world/en/profile/bilateral-product/beauty-products/reporter/pak.”
5. “Klein, J. G. (1998). The animosity model of foreign product purchase: An empirical test in the People’s Republic of China. Journal of Marketing , 62 (1).”.
6. “Zeithaml, V.A. (1988). ‘Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence’. Journal of Marketing. 52, 3, 2-22”.
7. “Martins, J. M., Moguluwa, S. C., Lucas, J. L., Iloka, C. B., & Mata, M. N. (2023). Does perceived quality mediate the relationship between country of origin image and consumer buying behaviour in Nigerian hypermarkets?. PLoS One, 18(8), e0285438.”.
8. “Bukhari, F., Hussain, S., Ahmed, R. R., Mubasher, K. A., Naseem, M. R., Rizwanullah, M., ... & Ahmed, F. (2023). Consumers’ purchase decision in the context of western imported food products: Empirical evidence from Pakistan. Heliyon, 9(10).”.
9. “Ahmad, M. S. (2023). Buying US products and services: religiosity, animosity, and ethnocentrism of young consumers. Journal of Islamic Marketing, 14(5), 1188-1210.”.
10. “Pagan, K. M., Pagan, N. M., & dos Santos, V. M. (2025). The role of animosity, ethnocentrism, perceived quality, and purchase intention in evaluating the country-of-origin effect for wines. International Journal of Wine Business Research, 37(3), 335-353.”.
11. “Han, C. M., Nam, H., & Swanepoel, D. (2023). Perceived brand localness of foreign brands and its impacts on brand trust and purchase intentions in developing countries in Asia: a social identity theory perspective. International marketing review, 40(6), 1297-1324.”.
12. “Shah, S. A., Raza, Q., Rajar, H. A., Baig, M. T., Mithiani, S. A., Ahmed, M., ... & Malik, S. (2024). Consumer Behavior and Preferences Shift: The Impact of Boycotting Imported Brands on Local Product Demand. Bulletin of Business and Economics (BBE), 13(2), 455-467.”.
13. “Alam, K., Jahan, N., Chowdhury, R., Saleheen, S., Mia, M. T., Sazzad, S. A., ... & Mithun, M. H. (2023). Influence of Product Design on Consumer Purchase Decisions. Pathfinder of Research, 1(1).”.
14. “Mamuaya, N. C. (2024). Investigating the Impact of Product Quality, Price Sensitivity, and Brand Reputation on Consumer Purchase Intentions in the FMCG Sector. International Journal of Business, Law, and Education, 5(2), 1576-1583.”.
15. “Baloch, H. M. (2024). Factors affecting purchase intention of generation z consumers for online shopping of green cosmetics (Doctoral dissertation, Vilniaus universitetas.).”.
16. “Lu, Z., & Cai, Z. (2023). Cueing roles of new energy vehicle manufacturers’ technical capability and reputation in influencing purchase intention in China. Frontiers in Energy Research, 10, 1032934.”.
17. “Wang, A., Lyu, D., Liu, Y., Liu, J., Gao, L., & Jin, J. (2022). Country-brand fit: The effect of COO stereotypes and brand positioning consistency on consumer behavior: Evidence from EEG theta-band oscillation. Frontiers in Neuroscience, 16, 901123.”.
18. “Blanco-Encomienda, F.J., Chen, S. and Molina-Muñoz, D. (2024), ‘The influence of country-of-origin on consumers’ purchase intention: a study of the Chinese smartphone market’, Asia Pacific Journal of Marketing and Logistics, Vol. 36 No. 7, pp. 1616-1633. https://doi.org/10.1108/APJML-05-2023-0462”.
19. “Solin, A., & Curry, A. (2023). Perceived quality: in search of a definition. The TQM Journal, 35(3), 778-795.”.
20. “Oduro, S., De Nisco, A., & Petruzzellis, L. (2024). Country-of-origin image and consumer brand evaluation: a meta-analytic review. Journal of Product & Brand Management, 33(1), 108-124.”.
21. “Beverland, M. B., Eckhardt, G. M., Sands, S., & Shankar, A. (2021). How brands craft national identity. Journal of Consumer Research, 48(4), 586-609.”.
22. “Cengiz, E., Ayyildiz, H., & Er, B. (2007). Effects of image and advertising efficiency on customer loyalty and antecedents of loyalty: Turkish banks sample.”.
23. “Safeer, A. A., Zhou, Y., Abrar, M., & Luo, F. (2022). Consumer perceptions of brand localness and globalness in emerging markets: A cross-cultural context. Frontiers in Psychology, 13, 919020.”.
24. “Hussain, T., Zafar, M. Z., Toor, A., & Ajmal, H. (2022). Identifying the Formative Factors which Shape Individual Intention to Prefer Imported Used or Locally Assembled Cars: A Survey on Pakistan. South Asian Journal of Management, 16(1), 1-19.”.

25. “Shimp, T. A. and Sharma, S. 1987. Consumer Ethnocentrism: Construction and Validation of the CETSCALE. Journal of Marketing Research, 24(3), pp. 280–289.’”.
26. “Huang, Y.-A., Phau, I., Lin, C., Chung, H.-J., and Lin, K. H.-C. 2008. Allocentrism and Consumer Ethnocentrism: The Effects of Social Identity on Purchase Intention. Social Behavior and Personality: An International Journal, 36(8), pp. 1097–111”.
27. “Qing, P., Lobo, A., and Chongguang, L. 2012. The Impact of Lifestyle and Ethnocentrism on Consumers’ Purchase Intentions of Fresh Fruit in China. Journal of Consumer Marketing.”.
28. “Aziz, S., Bahadur, W., Sarwar, B., Farooq, R., and Arshad, M. 2014. Investigating the Role of Demographic Characteristics on Consumer Ethnocentrism and Buying Behavior. International Review of Management and Business Research, 3(2), 885”.
29. “Güngördü Belbağ, A. (2023). Diversity and consumer dispositions towards foreign countries in an emerging market. International Journal of Emerging Markets, 18(9), 2218-2238.”.
30. “Yeong, N. C., Mohamad, O., Ramayah, T., & Omar, A. (2007). Purchase preference of selected Malaysian motorcycle buyers: the discriminating role of perception of country of origin of brand and ethnocentrism. Asian Academy of Management Journal of Accounting and Finance, 12(1), 1-22.”.
31. “Karoui, S., & Khemakhem, R. (2019). Consumer ethnocentrism in developing countries. European Research on Management and Business Economics, 25(2), 63-71.”.
32. “Kinawy, R. N. (2025). Unraveling consumer behavior: Exploring the influence of consumer ethnocentrism, domestic country bias, brand trust, and purchasing intentions. Strategic Change, 34(2), 137-150.”.
33. “Lee, R., & Mazodier, M. (2015). The roles of consumer ethnocentrism, animosity, and cosmopolitanism in sponsorship effects. European Journal of Marketing, 49(5/6), 919-942.”.
34. “Kim, S. S. (2020). Purchase intention in the online open market: Do concerns for e-commerce really matter?. Sustainability, 12(3), 773.”.
35. “Putri, N. A. S., Sari, D., & Ra’fiah, K. K. (2023). Country of origin effect on purchase intention towards Korean skincare products. Jurnal Studi Multidisiplin Ilmu, 1(3), 111–120. https://doi.org/10.35912/jasmi.v1i3.3150”.
36. “Zain, O. M., & Yasin, N. M. (1997). The importance of country-of-origin information and perceived product quality in Uzbekistan. International Journal of Retail & Distribution Management, 25(4), 138-145.”.
37. “Naini, N. F., Santoso, S., Andriani, T. S., Claudia, U. G., & Nurfadillah, N. (2022). The effect of product quality, service quality, customer satisfaction on customer loyalty. Journal of consumer sciences, 7(1), 34-50.”.
38. “Diputra, I. G. A. W., & Yasa, N. N. (2021). The influence of product quality, brand image, brand trust on customer satisfaction and loyalty. American International Journal of Business Management (AIJBM), 4(1), 25-34.”.
39. “Chen, Y. S., & Chang, C. H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. Journal of business ethics, 114, 489-500.”.
40. “Bae, J. H., & Jeon, H. M. (2022). Exploring the relationships among brand experience, perceived product quality, hedonic value, utilitarian value, and brand loyalty in unmanned coffee shops during the COVID-19 pandemic. Sustainability, 14(18), 11713.”.
41. “Ardisa, C., Rohman, F., & Puspaningrum, A. (2022). Country of origin and perceived quality in mediating the influence of consumer ethnocentrism on purchase intention. Jurnal Aplikasi Manajemen, 20(3), 563-577.”.
42. “Saeed, Rashid, et al. "Country-of-origin (COO) effect on pakistani consumers’ evaluation of French cosmetic products." Journal of Basic and Applied Scientific Research 3.6 (2013): 988-1000.”.
43. “Yen, Yung-Shen. (2018). Extending consumer ethnocentrism theory: the moderating effect test. Asia Pacific Journal of Marketing and Logistics. 30. 10.1108/APJML-09-2017-0226.”.
44. “Javed, A., & Hasnu, S. A. F. (2013). Impact of country-of-origin on product purchase decision. Journal of Marketing and Consumer Research, 1(1), 31-51.”.
45. “Khan, H., & Bamber, D. (2007). Market entry using country-of-origin intelligence in an emerging market. Journal of Small Business and Enterprise Development, 14(1), 22-35.”.
46. “Martin, I. M., & Eroglu, S. (1993). Measuring a multi-dimensional construct: Country image. Journal of business research, 28(3), 191-210.”.
47. “Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. Journal of business research, 52(1), 1-14.”.
48. “Erdoğmuş, İ., & Büdeyri-Turan, I. (2012). The role of personality congruence, perceived quality and prestige on ready-to-wear brand loyalty. Journal of Fashion Marketing and Management: An International Journal, 16(4), 399-417.”.

49. “AGUSTINI, M. D. H., & Devita, E. (2019). Country of origin and brand image on purchase decision of south Korean cosmetic etude house. Journal Of Management and Business Environment, 1(1).”.
50. “Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. Journal of Marketing Research, 18(1), 39-50.”.
51. “Hien, N., Phuong, N., Tran, T. V., & Thang, L. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. Management science letters, 10(6), 1205-1212.”.
52. “Samiee, S., Leonidou, L. C., Katsikeas, C. S., & Aykol, B. (2024). Research on country-of- origin perceptions: review, critical assessment, and the path forward. Journal of International Business Studies, 55(3), 285-302.""”.
53. “ Pinem, R. J. (2023). The effect of the Korean wave phenomenon on imitation intention: Korean product purchase intention in the global market. Journal of Korea Trade, 27(4), 45-60.”.
54. " Algumzi, A. (2022). Factors influencing Saudi young female consumers’ luxury fashion in Saudi Arabia: Predeterminants of culture and lifestyles in Neom City. Journal of Risk and Financial Management, 15(7), 274.”.
55. “Baber, R., Sankpal, S., Baber, P., & Gulati, C. (2024). Consumer ethnocentrism: What we learned and what we need to know?–A systematic literature review. Cogent Business & Management, 11(1), 2321800.”.
56. “Nguyen, N. H., Dao, T. K., Duong, T. T., Nguyen, T. T., Nguyen, V. K., & Dao, T. L. (2023). Role of consumer ethnocentrism on purchase intention toward foreign products: Evidence from data of Vietnamese consumers with Chinese products. Heliyon, 9(2).”.
57. “Rodrigo, P., Khan, H., & Valaei, N. (2023). Country-of-origin effects on consumer cognitive structures and preference for foreign brands among elites. Journal of Fashion Marketing and Management: An International Journal, 28(1), 1-27.”.
58. “Ur Rahman, Saleem & Khan, Muhammad. (2012). Ethnocentrism tendenices of consumers: Evidence from Pakistan. Actual Problems of Economics. 129. 436-445.”.
59. “Piha, L., Papadas, K., & Davvetas, V. (2021). Brand orientation: Conceptual extension, scale development and validation. Journal of Business Research, 134, 203-222.""”.”.
60. “Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). When brand image, perceived price, and perceived quality interplay in predicting purchase intention: Developing a rhombus model. Academic Journal of Interdisciplinary Studies, 11(1), 232-245.”.

Appendix A. Measurement Items for Constructs

Construct	Item Code	Item Statement	Source
Country of Origin (COO)	COO1	South Korea is innovative in manufacturing beauty products	[45]
Country of Origin (COO)	COO2	South Korea is a country that has high level of technological advance	[46]
Country of Origin (COO)	COO3	South Korea is a country which have good image in designing products.	[45]
Country of Origin (COO)	COO4	South Korea is a country that has high quality in workmanship.	[46]
Country of Origin (COO)	COO5	South Korea has an image of an advanced country	[45]
Consumer Ethnocentrism (CE)	CE1	Pakistani People should not buy foreign products, this hurts domestic business and causes unemployment.	[25]
Consumer Ethnocentrism (CE)	CE2	It is not right to purchase foreign product, because this puts people of Pakistan out of jobs.	[25]
Consumer Ethnocentrism (CE)	CE3	A Real Pakistani Should always buy domestic product.	[25]
Consumer Ethnocentrism (CE)	CE4	I always prefer domestic products over foreign ones.	[25]
Consumer Ethnocentrism (CE)	CE5	We should always purchase products made in Pakistan, instead of letting other countries get rich off us.	[25]
Perceived Quality (PQ)	PQ1	I am confident that Beauty/Cosmetic products from Korea will last long.	[48]
Perceived Quality (PQ)	PQ2	I am confident that Beauty/Cosmetic products from Korea will function well.	[48]
Perceived Quality (PQ)	PQ3	I am confident that Beauty/Cosmetic products from Korea is reliable.	[47]
Perceived Quality (PQ)	PQ4	I am confident that Material used in Korean beauty products is prestigious.	[47]
Purchase Intention (PI)	PI1	It is very likely I will but beauty products made in South Korea.	[49]
Purchase Intention (PI)	PI2	I will buy beauty product made in south Korea the next time I need a beauty product.	[49]
Purchase Intention (PI)	PI3	I will definitely try beauty product from south Korea.	[49]