

THE POWER OF COUNTRY OF ORIGIN AND BRAND LOVE: COSRX REPURCHASE INTENTION JOURNEY UPDATE

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Abstract

Today's consumer journey needs to be carefully studied by marketers, their ever-changing repeat purchasing behavior requires serious attention from various sides. The Brand they looking for base on more than "Product of View" physically. This research aims to explore the journey of consumers' repurchase intention in Korean skincare products COSRX through the influence of country of origin and brand love. The method used is quantitative approach with multiple regression, sample is determine from non-probability sampling technique to 260 COSRX consumers of Ciayumajakuning Area – West Java – Indonesia through an online questionnaire survey. The research uses 3 classical assumption tests that are relevant to multiple regression. The results of the study indicate that the journey of consumers repurchase intention in Korean skincare products COSRX is positively and significantly powered partially and simultaneously by country of origin and brand love with a strong category contribution, with the t-table value of 1.969 and the F-table of 404.187. > 3.03. This insight usefully for retailers as well as marketers to keep detail attention of brand not only physically but emotionally

Keywords: Country of Origin, Brand Love, Repurchase Intention

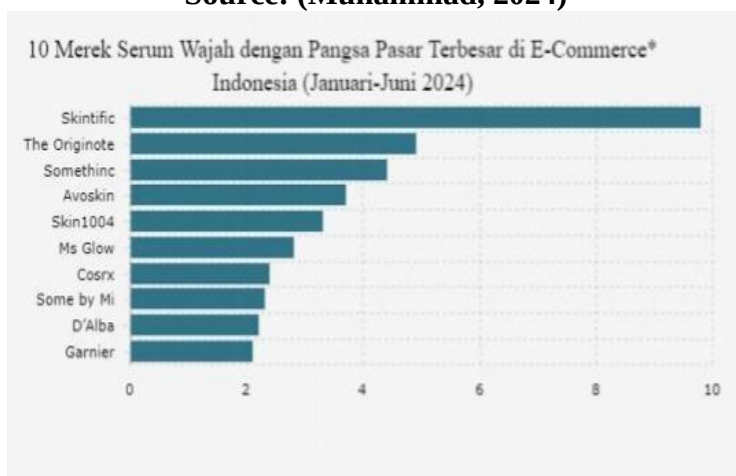
INTRODUCTION

The Korean cosmetics and skincare industry has undergone a major transformation in the past decades, changing the landscape of the world beauty market, creating global trends and a reputation thanks to product innovation and wise marketing strategies. They call it the 'Korean Wave' or 'Hallyu'. Research results show a high consumer preference for various Korean products such as Korean speciality foods, K-Beauty cosmetics, and clothing (Puspita, 2023). A report by Euromonitor International for 2024 shows a positive delta in the growth of the K-Beauty market to 25%. This trend indicates the high interest of local consumers in this global product (Clove, 2021).

Foreign brands like COSRX are conscious if Indonesia as one of the most attractive large opportunity markets. Their product formulations specifically designed to treat various skin problems such as acne, dry skin, and dull skin are suitable for topical skin consumption. Not only in its home country, the brand has gained recognition in many countries, including Indonesia (Dewi, 2025). The name COSRX comes from the words COSmetics and Prescription (RX), 'Listen to Your Voice' is a motto that shows their intention to create products by listening to what consumers want. The strength of the brand they believe can deliver impactful results, in line with their slogan 'Expecting Tomorrow'

Figure 1.

List of 10 Best-Selling Facial Serum Brands on E-Commerce 2024
Source: (Muhammad, 2024)



COSRX facial serum has successfully entered the top 7 best-selling brands in Indonesian online stores for one semester in 2024. Consumer behavior in the era of global marketing is unique because various triggers can quickly change their preferences. The journey from purchase intention till decide to purchase than come up repurchase intention and decide to repurchase is not as smooth as it used to be. Even for those who have made a purchase, they will not necessarily be interested in making a repeat purchase, if they are not satisfied with the product, it is not always conveyed through complaints and request to returning. The phenomenon that occurs is that many of them disappear and look for new brands to try and continue to compare them. This is very vulnerable; companies need to build love journey to minimize consumer escape and consider the origin and build love of brand to lock them from any global potential triggers.

Various trends in global marketing intensify the internationalisation of brands, The presence of many hybrid brands resulting from mergers and acquisitions (M&A) of local companies and foreign brands, raises the question of the place of origin of the brand known as Country of Origin (COO) in line with research (Lee, S. (A)., et al, 2017). delivery of its main focus on the country of operation (Grudecka, Anna & K. Witek-Hadjuk, 2023). COO is considered important because the place of origin of the product represents the product based on the positive things attached to the country. When the impression of a country is better, consumers will have more confidence use products made in that country (Hinkelman, Edward G., et al. 2005).

In addition to the country-of-origin factor, brand love is also a crucial issue in understanding consumer purchasing behaviour. The concept of brand love illustrates deep emotional bond that customers have with a particular brand; this can foster the urge to make subsequent purchases. Because, usually when someone already has positive feelings towards a brand, it tends to generate interest in repurchase the brand. Brand love is a deep positive emotional feeling towards a brand. These feelings can be built through positive experiences, effective communication, and consumer involvement with the brand. The emergence of a variety of brand choices demands a real strategy that can emotionally 'bond' consumers longer.

In the context of foreign brands, Combination power of country and the brand's ability to create an emotional connection with consumers is an interesting focus for research. When this combination is considered in depth, it is expected to create a journey towards favourable repurchase intentions based on the emotional or love touchpoint to both of them.

REVIEW OF LITERATURE

Country of Origin

The COO problem and its concept have occurred since ancient times in silk products that are in demand by buyers from China (Silk Road, 2023). Furthermore, determining the origin of the brand is common. the term "country of origin" is understood as something one-dimensional, identified with the label "domestic made" (Schooler, R. D., et al., 1969), which focuses on one country. This concept is a classic problem of global marketing, but is now become a trending topic after many changes in the global economy, including production locations in foreign markets, manufacturing products and spare parts to foreign partners involving more than one country. Consumers find it increasingly difficult to identify the Country of Origin (COO) of a product with certainty (Tjiptono & Andrianombonana, 2016). This affects the minds of potential buyers in various ways (Illa, Mayva et al., 2022). One of the impacts of country of origin, according to Hong and Wyer, is to encourage potential buyers to evaluate and seek more information about it. For example, buyers may believe that brand from countries known for their quality, craftsmanship, technological innovation, or good environmental management will encourage them to purchase those products again and again (Sudaryanto et al., 2024). So the brand is judged in such a way even from the labels on the packaging such as: "made in" or "product of" because the big name of the country where the product is produced they stereotype's on the development of technology; innovation; design; creativity of production; prestige and quality of the product (Wulandari & Harsoyo, 2023); (Aditia Sri Utomo & Sanaji, 2014); (Yasin et al., 2007). Research has been found

stating that country of origin has only a small influence on purchasing intentions (Blanco-Encomienda & Chen, 2024). Other research results have shown that country of origin has a strong influence. Research also found that the influence of country of origin does not differ between industrial and consumer purchases, and is not influenced either (Verlegh & Steenkamp, 1999).

Brand Love

Brand love according to Carroll and Ahuvia in (Anabir, 2023) is defined as a feeling of affection for an object, which is different from satisfaction, liking, and trust. Building brand love requires more than just providing quality and durability. Love is a very strong emotional experience both in terms of interpersonal relationships and the relationship between consumers and brands (Hwang & Kandampully, 2012). Brand love is similar to interpersonal love but still different in their respective relationships, the first is one-way while the second has a two-way relationship. A loved brand also has an attachment to its consumers and a solid foundation will be formed between the brand and the consumer, so that consumers will convey their good opinions to other potential consumers. Other studies have found that the power of brand love is stronger than brand likeability for goods and services (Suetrong, P., 2023). It confirms that brand love is a strong basis for increasing the level of repurchase intention (Nguyen et al., 2024). So, we should pay attention to growth of love consumers's journey. If a purchase has occurred and there is a repurchase intention with subsequent repeat purchases, it will build engage and indicate loyalty.

Repurchase Intension

Consumers who have made purchases and have positive experiences with a brand will tend to have an interest in building a good relationship with the brand. Through an impressive experience, consumers will have good things embedded in their memories. If they are satisfied, they will not only be able to remember the brand name but will emotionally create good engagement. As if someone were in love, their love would be expressed, including by their interest in making repeat purchases. The consumer's choice of the same brand again in the future based on previous satisfaction and experience (Kotler, P., & Keller, 2009) and (Zeithaml et al., 1996) in this study, the indicators of repeat purchase interest consist of transactional; Referential; preferential; and explorative intentions (Kotler, P., & Keller, 2009a) in (Wulandari & Harsoyo, 2023). In this case if Marketers combine take advantage of the positive factors inherent in the country of origin and have deep emotional touch to brand, it will predict drive powerfully their repurchase intention. Repeat buying became a next possible action.

Conceptual Framework

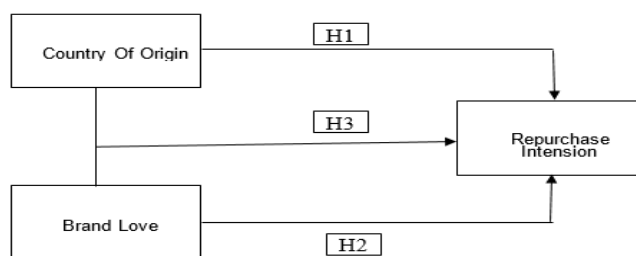


Figure 2.
Conceptual Framework

In this research model, there are three main hypotheses:

- H1 : Country of origin (COO) has a significant influence on repurchase intention
H2 : Brand love has a significant influence on repurchase intention
H3 : Country of origin (COO) and Brand love has significant influence on repurchase intention

RESEARCH METHOD

Quantitative research was selected using non-probability sampling based on purposive to 260 COSRX consumers who use global brand. The number of samples refers to determining the sample based on Roscoe's theory (Sugiyono, 2015). Questionnaires were distributed via google form which were limited to direct questions to get truly representative respondents. The data processing process uses supporting tests including the classic assumption test. Tests based on multiple regression were carried out to determine the final results of the study.

Measurement of each variable is based on 3 dimensions of 16 indicators stated in 20 statements, as follows:

Table 1.
Variable Measurement

Variables	Indicators	Statements	Sources
Country Of Origin	Development level technology of origin	Korea use modern technology	(Wulandari & Harsoyo, 2023); (Aditia Sri Utomo & Sanaji, 2014); (Yasin et al., 2007).
	The product innovation of origin	Korea have a new breakthrough when launching product.	
	Product design of origin	Product design by Korea is elegant	
	Production creativity	Korea made product unigely	
	Prestige of the origin	Product made in Korea gives a classy impression	
	Characterize the brand's of origin as a developed country.	Korea excels in providing product solutions	
	product quality of origin	Korea has consistent product standards	
Brand Love	Interest	I m interest in COSRX product I always know COSRX update	(Zahrah, 2023)
	Love	I have fallen in love COSRX	
	Pride	My pride to use COSRX.	
	Amazed	Result of COSRX products amazed	
	Appreciation	I appreciate the reputation that COSRX has.	
	Gives a sense of pleasure	Use COSRX gives me sense of pleasure	

Variables	Indicators	Statements	Sources
		Use COSRX in every moment give me a pleasant experience.	
repurchase intention	Transactional intention	My positive experience makes repurchase intention of COSRX	(Zee et al., 2023) & (Kotler, P., & Keller, 2009)
	Referential intention	I recommend my friends to use COSRX	
	Preferential intention	I prefer COSRX than others COSRX is my first choice	
	Explorative intention	Special offers I find out halal issue of COSRX.	

RESULTS AND DISCUSSION

Validity Test

The validity test shows how well each country of origin and brand love variable affects repurchase intention; each statement item has been tested and declared valid. Items are considered valid if the significance value is less than 0.05 (Susilowati, 2022). By using a significant level (α) of 5% or 0.05. Based on $Df = N - 2 = 260 - 2 = 258$, so the value of r table = 0.122. the value of r count > r table and significant value < 0.05.

Reliability Test

The reliability test shows consistency when repeated at different times. A questionnaire is considered reliable if a person's response is consistent. According to the table, the Cronbach's alpha value of all items meets the reliability test. All values are above 0.6, namely the variable X1 has a value of 0.851, X2 is 0.854 and Y is 0.797. This shows the good and strong consistency of the research instruments used.

Classical Assumption Test

The classical assumption test uses a normality test with the Kolmogorov-Smirnov test of normality in the SPSS program. According to (Ghozali, I., 2016) the basis for decision making can be done based on probability (asymptotic significance), obtained probability results > 0.05 then the distribution of the regression model is normal. The scatterplot *output* shows that there is no heteroscedasticity because there is no visible pattern and the points are scattered above and below the value of 0 on the Y axis. the test results for the VIF value < 10.00 means that there is no multicollinearity in the regression model of this study. Based on the three tests this research is worth continuing.

Hypotheses Test

The t-test for each independent variable on the dependent variable is measured individually. The significance value is valid below 0.05. Furthermore, using the formula $\alpha/2 = 0.05 = 0.025$ with $N - k - 1$ free degrees, namely $260 - 2 - 1 = 257$, the t-table is 1.969.

Based on multi regression result:

Table 2.
The f-Test Result

Coefficients ^a
The Power of Country of Origin 12397

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.346	.814		4.112	.000		
	Country of Origin	.302	.046	.373	6.491	.000	.285	3.509
	Brand Love	.392	.042	.533	9.287	.000	.285	3.509

a. Dependent Variable: Repurchase intention

The research shows that there is a significant influence between country of origin and brand love simultaneously on repurchase intention with the equation:

$$Y = 3.346 + 0.302 X_1 + 0.392 X_2$$

Description:

X₁ : Country of Origin

X₂ : Brand Love

Y : Repurchase Intention

Country of Origin variable (X₁) with a t-count of 6.491 > 1.969 and a significance value (Sig.) of 0.000 < 0.05. Brand Love variable (X₂) with tcount 9,287 > 1,969 and significance value (Sig.) 0,000 < 0.05, it means that each variable has a significant effect on repurchase intention.

The F-test based on the spss output is 404.187. > 3.03 and a significant value of 0.000 < 0.05, as follows:

Tabel.3
The f-test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1518.638	2	759.319	404.187	.000 ^b
	Residual	482.808	257	1.879		
	Total	2001.446	259			

Overall, these findings confirm that all hypotheses are accepted and demonstrate a significant influence both of partial and simultan

Discussion

This finding shows that consumers consider the origin of the brand. Fifty years ago, the “Made in” label was known from research (Schoolet, 1965) in Ankita Sharma (2020), when clarity of origin was easy for consumers to identify in a short time. However, it still needs to be clarified by brand owners because consumers need it. Previous research has identified COO as the place where products are designed, manufactured, developed and assembled (Lin & Chen, 2006; Munjal, V., 2014). Many skincare brands do not pay attention to the clarity of where it is produced, who is the distributor, while the COSRX brand clearly conveys this information on the product packaging with a font size that is easy for consumers to read. This is very helpful when they identify the brand and compare it with the information, they get that the origin of the brand, which is identical to the popularity and credibility of the country of origin, will smooth the evaluation stage when they are interested in buying. Ordinary consumers believe that when they have minimal product information, they think

that Korean products are better than Chinese products. They use indicators of product quality from the country of origin. Consumers often associate country of origin (COO) with product quality and use it as a benchmark when evaluating a product. A brand's country of origin gives consumers insight into the value added by the brand. Consumers often consider country of origin as a factor in their desire to repurchase a product. (Illa, Mayva et al., 2022). Another fact that often occurs when brands are "popular" is the circulation of counterfeit products that disguise information related to the origin of the brand. Consumers must be more careful to ensure that "Counterfeit" brands are similar to the original products. If consumers are thoroughly informed about the existence of the brand and understand the information on the origin of the brand, they have a difference that can be identified from errors in the placement of "Made by" or vague on "Manufactured by" or errors on the "Distributor", while other indicators can also help signal counterfeit brands from the packaging aroma and texture of the product (Tutoreal, 2023). Paying attention to the consumer journey by considering the strength of origin proved to have a positive influence on consumers' consideration to remobilize their repurchase interest. The elegant design side as a characteristic of the country of origin is a consideration that should be taken into account, while the development level and technology of origin are the main considerations underlying this strength. The results of this study are in line with a study conducted by (Priyanto, 2023) which states that the country of origin has a positive and significant effect on the desire to repurchase goods.

The power of love based on the coefficient of determination has a greater Influence contribution than the power of origin of 71.8%. Although it is not like the power of love, which has a reciprocal relationship like interpersonal love. However, the consideration of this power from each of its indications is urgent, considering that brand competition between and within is very high, so the way out is to build a pleasant journey from the brand before and after the purchase of the product, so it is expected to create a strong emotional bond. Most of the respondents in this study agreed that they were satisfied. This is emotionally reflected in pride in using COSRX products, although it has not fully provided a deep "Give a sense of pleasure". The results of the study are consistent with the research Winarto dan Widyastuti (2021), which shows that brand love has a positive and significant effect on the repurchase intention of Gucci products in Surabaya (Winarto & Widyastuti, 2021).

However, combining the strengths of both is the recommended alternative. The simultaneous results provide a strong contribution of 75.9%. Cultivating a personal emotional connection to the brand and its origin will be a lasting force in the minds of consumers. On the way, these two forces have developed to be more specific, Further research recommend to discussion about origin from many aspect such as Country-of-origin effect (COE); Country-of-origin image (COI); Country-of-origin ecological image (CEI); Country-of- manufacturing (COM); Country-of-assembly (COA); Country-of-parts (COP); Country-of-brand-origin (COBO); Country-of-corporate-origin/ Country-of-corporate-ownership (COCO) and so on. Further more the power of love needs to be notice comprehensively, from more specific consumer emotional insight, so that it will make it easier for brands to bind consumers in the long term.

CONCLUSION

This research discusses the influence of the emotional side of consumers both of origin and love. Brand love have bigger power to trigger repurchase intention power contribution is 4% greater than COO. Both of them partial and simultaneously create a positive influence with a strong contribution to positively and significantly influence it. In the consumer journey, understanding and loving both brands and product origins are important journeys in line with the results of this study. Paying attention to the brand journey comprehensively is the same as building a strong emotional bond that will prevent consumers from leaving and choosing another brand. Because this repurchase intention journey update is a part of long journey so adaptation on every part them fully needed.

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