

Building a Research Model through the Purchase Behavior of Korean Cosmetics

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Abstract:

The paper purposes of examining the determinants affecting the purchasing intention of Korean cosmetics by e-commerce through building a research model. Survey data was gathered from 231 consumers living in Ho Chi Minh City, Vietnam. Some indicators examined the reliability and validity of the variables through Adanco software. The analysis outcomes of PLS-SEM determined that the purchasing intention of Korean cosmetics by e-commerce had directly and indirectly relationships with some factors in this model. We built a new model with nine hypotheses: four unsupported and five supported hypotheses.

Keywords: Korean cosmetics, PLS-SEM, e-commerce, relationships.

I. Introduction

Nowadays, individuals' necessities for appearances were expanding. They have look and feel better (Shalehah et al., 2019). An approach to look great is by utilizing cosmetic products. They accept cosmetic products to show up increasingly appealing (Kawa et al., 2013), women's liberation, cordial, charming, sure, and available (Guéguen and Jacob, 2011). As indicated by (Shalehah et al., 2019), beauty products are characterized as items "planned to be scoured, poured, sprinkled, or splashed on, acquainted into or in any case applied with the human body for purging, enhancing, advancing engaging quality, or changing the appearance" (Shalehah et al., 2019).

The Vietnam cosmetic market is positioned sixth in the ASEAN zone as far as income as indicated by Statista information. This year its income is estimated to add up to 341 mils USD in the skincare division and 102 mils USD in the make-up area. In the following five years, 2019-2023, these two sections are required

to develop every year by 2.9% and 6.1%, separately, predicting the make-up part to turn into the quickest developing in the district (B-Company, 2020). Cosmetics originating from Korean are the most loved brands in Vietnam, representing 22% market (B-Company, 2020). Numerous Korean corrective brands are hoping to extend their tasks to take advantage of the quickly developing Vietnamese market.

The reputation of K-Pop and Korean TV Series, which generally comes (Shalehah et al., 2019; Sun et al., 2016). K-pop and Korean TV Series generally called Korean waves. Speaking to 61 percent of the conveys is with the popularity of Korean waves (Shalehah et al., 2019). The devotees of the Korean waves have significantly spread the world over, especially in South East Asia. The amount of K-star fans in South East Asia surveys around 13 million (Shalehah et al., 2019). By the K-star sway, be that as it may, Korean cosmetic products have been surrendered to have a sensible cost, various headways, flawless results, and easy to get. Along these lines, the targets of this

investigation are to investigate which factors most influenced the purchase intention.

The present innovation of interpersonal interaction destinations has become a way where organizations can expand their advertising efforts to a more extensive scope of clients. Social Media Marketing is an association among brands and buyers, by offering an individual channel and cash for client jogged systems administration and social connection using the digitization of the chain of customer behaviors (Ringim and Reni, 2019). The digitization stage has changed buyer elements and utilization practices by expanding the job of the web in everyday life towards the developing business sector and advancing client practices (Ringim and Reni, 2019). Organizations confronting the test of client fascination and maintenance are scanning for the best anticipating components that lead to genuine buys on the social media internet platform (Hoffman and Novak, 2012; Ringim and Reni, 2019). Social media is progressively affecting and changing how the shoppers act and how they choose to purchase. Online organizations have gotten well known because of Today's innovation of person to person communication locales has become a way where organizations can stretch out their promoting efforts to a more extensive scope of purchasers. Internet-based life Marketing is an association among brands and purchasers, by offering an individual channel and cash for client jogged systems administration and social collaboration through the digitization of the chain of business exchange (Ringim and Reni, 2019; Rotman et al., 2011). The digitization stage has changed buyer elements and utilization practices by expanding the job of the web in day by day life towards the developing business sector and advancing client practices (Rotman et al., 2011). Organizations confronting the test of client fascination and maintenance are looking for the best foreseeing components that lead to genuine buys on the web-based life web

stage (Hoffman and Novak, 2012). The social media are progressively affecting and changing how the shoppers carry on, and how they choose to purchase. Online organizations have gotten exceptionally famous because of the developing use of the web in web-based social networking, for example, Facebook, just as the most well known social informing applications all around. With 57 million dynamic online life clients, it does not shock anyone that most Vietnamese get their report from the Internet. 94% access the Internet consistently, and 71% watch recordings every day, which underscores the significance of utilizing recordings as a type of digital marketing (Pienews, 2018).

Therefore, the objective of this article is to build a research model about the intention of the purchase of Korean cosmetics through e-commerce.

This article is presented, including Section 1 gives the overview of this research, Section 2 offers a literature review of the variables used in this research, and Section 3 presents the methodology. Results and analysis with some discussion and implications are presented in Section 4. Finally, Section 5 ends this article.

II. Literature review

2.1. Technology acceptance model (TAM) and the theory of planned behavior (TPB)

In the information frameworks discipline, they expect to use different sorts of information structures that have been seen as one of the most critical research subjects. Two speculative central focuses (i.e., TAM and TPB) set up from the theory of reasoned action (TRA) (Fishbein and Ajzen, 1977) in the social cerebrum look into space are every so often got to break down the intention to utilize distinctive data frameworks.

The TAM model, first presented by Davis (1989), attempts to disclose why

people decide to utilize or not to utilize explicit procedures by the “Perceived Usefulness” (PU) and “Perceived Ease of Use” (PEOU). Data frameworks researchers have depended on the TAM to comprehend a person's aim to utilize an assortment of data frameworks, for example, internet games (Hsu and Lu, 2004), web-based learning (Abdullah and Ward, 2016; Cheung and Vogel, 2013), and online networking (Evans et al., 2014; Yu et al., 2018). As of late, the TAM has additionally been received to analyze to utilize the purchase intention of Korean cosmetics.. For instance, Lai (2015) received an extended technology acceptance model (TAM) and found that the client's disposition toward the purchase intention of Korean cosmetics and saw value emphatically influence their utilization intention. Hazen et al. (2015) additionally found that perceived quality (perceived usefulness) and perceived convenience (perceived ease of use) cultivate the appropriation of open frameworks through perceived value. Aside from TAM, the theory of planned behavior (TPB) recommends that people's innovation appropriation intention is mutually controlled by their attitudes, subjective norms, and perceived behavior control. Like the TAM, the TPB has

additionally been received to examine the expectation to utilize an assortment of data frameworks (Ajzen, 1991, 2002; Cheng et al., 2006; Lee, 2009). There have been some experimental backings for the better exploratory force with the joining of TAM and TPB (Lee, 2009). Concerning the purchase intention of Korean cosmetics, there is yet to be an investigation that can incorporate these two hypothetical focal points into a comprehensive model. Thus, this investigation intends to fill this hole by incorporating the TAM and TPB into a comprehensive research model to foresee the purchase intention of Korean cosmetics.

2.2. Factors affecting purchasing intention

Based TAM and TPB theory, we proposed the investigation model in figure 1 consisting of 1 independent variable (Website Design Quality: DS) and five intermediate variables [Perceived Ease of Use (PE), Country of origin (COO), Perceived Usefulness (PU), Perceived Risk (PR), Consumer Trust (TR)], and 01 dependent variable (PI: the purchasing intention of Korean cosmetics by e-commerce). Respectively, there are nine research hypotheses proposed in Figure 1.

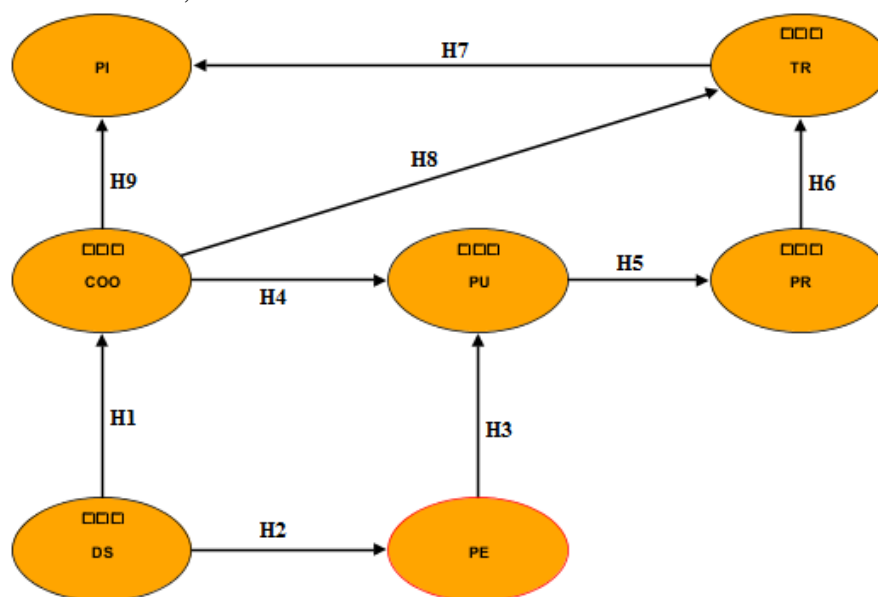


Figure 1. Investigation model.

2.2.1. Comestics

Cosmetics are used for beauty purposes and include body care products and added features for the skin such as makeup, perfumes, toothpaste, oils, body lotions (Kumar et al., 2006). Cosmetic is defined as a substance or readiness used to contact the outer pieces of the human body (skin, hair, nail, toenail, lip) or teeth and mouth mucosa with The basic role is to perfect, fragrant, change the appearance, appearance, modify personal stench, ensure the body or keep the body in great condition. Beauty care products don't have a therapeutic impact or substitute and are not permitted to recommend to patients (Guthrie et al., 2008).

In summary, cosmetics are divided into skincare products (rose water, moisturizer, serum ...) and makeup products (foundation cream, foundation, foundation, blush, foundation, eyeshadow, mascara, lipstick, makeup remover ...).

2.2.2. Korean Cosmetics

Korean cosmetics are beauty products from Korea - one of the famous places with world-renowned beauty technology. With the style of beauty, natural makeup combined with nourishing skin, Korean skincare, and makeup products almost won the hearts of customers in many countries around the world. These products are evaluated, compared, and competed with products from Japan - a country with famous natural beauty industry. The strong point that makes Korean cosmetic products successful is that it contains natural ingredients, discovering to create products from new elements to support the intensive treatment of skin problems. Besides meeting the increasingly rigorous needs of customers and affordable prices, beautiful packaging designs help products to win the hearts of customers (Boonmee, 2015).

2.2.3. E-commerce (Purchasing online)

Purchasing online is the way toward purchasing items or administrations made by customers at online stores through the Internet, and the intention to purchase online can be characterized as a circumstance where a buyer is prepared and mean to make exchanges on the web. Or then again, it very well may be comprehended that web-based purchasing - web-based purchasing is where clients purchase merchandise or administrations legitimately from a vendor in real-time through the Internet, not through mediators. Electronic gadgets will show pictures of items and administrations. At the point when items and administrations are chosen, exchanges are naturally paid with Visa and different methods (Pavlou, 2003). This term is utilized when clients are eager to look, select, and buy items employing the Internet. Research by George (2004) suggests that in light of buyer worries about close to home and private data, numerous customers don't have the intention to utilize E-commerce shopping services.

The process of doing E-commerce shopping is done through 6 steps: the buyer places an order on the website, the information moves to the bank, and the supplier. At the same time, the supplier processes the order, and the buyer also makes the payment for the selected item. End the process when the bank says yes.

2.2.4. Website Design Quality (DS)

A website is where customers get a first impression of the company and value their interaction with the company. According to the research of Bai et al. (2008), with the expanding prevalence of E-commerce shopping and being the most populated nation on the planet, in the scholastic writing, site quality has commonly been perceived as a basic advance to drive business E-commerce. Various examinations have been given to site quality and assessments. Research endeavors are, notwithstanding, needing understanding the utilization of sites for online clients' conduct. This investigation

created and experimentally tried a theoretical model of the effect of site quality on consumer loyalty and buy aims. Results showed that site quality has an immediate and positive effect on consumer loyalty and that consumer loyalty has an immediate and positive effect on buy goals. While the impact of site quality on buy aims exists, consumer loyalty does fundamentally intervene in this impact.. As per Hashim et al. (2007), a successful site is imperative for a firm to reinforce its client connections and gather online deals. Pegan et al. (2020) show the COO is distinguished, the organization needs to put resources into correspondence with content advertising activities on its site that draw in clients to realize how to make a quality item. So we give the hypothesis that:

H1. *There is an effect of Website Design Quality on Country of origin.*

Grange and Barki (2020) also indicates that an examination model that connections client convictions—which have customarily been utilized in IT acknowledgment and achievement look into (i.e., information quality, system quality, usefulness, and ease of use)—to their convictions to the nature of three classifications of a framework's structure (i.e., visual quality, page design quality, and route quality) and testing it with regards to authoritative intranets. The quality of the website's content reflects the ease of using the websites. So we also give the hypothesis that:

H2. *There is effect of Website Design Quality on Perceived Ease of Use.*

2.2.5. Perceived Ease of Use (PE)

PE is a specific trust level in using a particular system, and it provides freedom and comfort to use without much effort (Davis, 1989). Users tend to opt for alternatives if they find it challenging to come in contact with technology. In online buying behavior, the perceived convenience relates to the user believing that shopping

through the internet requires minimal effort and that using the internet is a straightforward means of shopping. The perceived satisfaction is related to the search function, the download speed of the website, the website design, and the ease of purchasing via the internet (Broekhuizen and Jager, 2004). Besides, the study of Alsajjan and Dennis (2006) on the online shopping engine shows that customers are comfortable with logging in, leaving the system quickly and easily, convenient transaction locations, and online transactions are closely related to the customer's online trading decisions. Through studies with the online shopping system, Chen et al. (2002) have described that PE is a factor that motivates consumers to make consumption behaviors and to decide to buy online. According to Olotewo (2017) and Alsajjan and Dennis (2006), there is a correlation between PE and Perceived Usefulness (PU). Mensah (2020) also shows the connection between the PU and PE of mobile management services.

H3. *There is an effect of Perceived Ease of Use on Perceived Usefulness.*

2.2.6. Perceived Usefulness (PU)

PU is a general appraisal of buyers about the utility of a product or service based on their perception. A few customers feel esteem when there is a low cost, and others think the sum when there is harmony among quality and cost. As shoppers contrast, the segments of apparent advantages might be extraordinary. A purchaser's perception of significant worth is a portrayal of the harmony between the nature of a product or the increases they comprehend from the product and the cost they need to pay for that product (Martins and Monroe, 1994). There is a strong correlation between desired values and received values because benefits come from customers' perceptions, likes, and assessments.

Lee (2009) demonstrated that the intention to utilize online banking is unfavorably influenced for the most part by the security/protection risk, just as budgetary risk, and is decidedly influenced essentially by PU. The ramifications of coordinating perceived benefit and perceived risk into the proposed internet banking reception model are talked about. And the fifth hypothesis is suggested.

H5. *There is an effect of perceived usefulness on Perceived Risk.*

2.2.7. Perceived Risk

Scientists have recently characterized perceived risks to products/services of vulnerabilities or fears perceived by a consumer to a product/service. Product risks in online shopping can be relied upon to be high since purchasers can't test and test item quality and have no other options (Garbarino and Strahilevitz, 2004; Yen, 2015). Additionally, analysts recently perceived risks in online exchanging as a potential exchanging risk for buyers. Yen (2015) focuses on the danger of tolerating mechanical administrations that can show from unlawful activities, for example, uncovering passwords, altering information, and don't pay on schedule. In this way, when exchanging on the web, clients may confront dangers, for example, money related dangers and data security dangers. Budgetary risks are the probability of losing cash when purchasing merchandise online because of charge card misrepresentation.

Additionally, buyers can lose cash if items obtained online don't meet desires or because of other included costs, for example, transportation and conveyance. The data security risk is the plausibility of individual data being lost, revealed, and not verified during on the web exchanges since when acquiring merchandise on the web, the purchaser must give individual data, for example, number Bank account, address, telephone, email. Accordingly, it is trying

for purchasers to control this data, which can prompt hindrances in making online purchases. According to Olotewo (2017) indicates Perceived Risk influences on Consumer Trust. So we hypothesis that:

H6. *There is an impact of Perceived Risk on Consumer Trust.*

2.2.8. Consumer Trust

Trust is an individual's belief in the expectation of a successful outcome of what they have done in terms of the interaction of many factors (Gefen, 2002). Research by Lynch et al. (2007) shows a meaningful impact on the confidence of potential customers when shopping online.

Online purchasing has become a customer trend, and online shopping has shifted a modern and attractive way of doing marketing. However, this form is still new and still carries many uncertainties and high risks compared to traditional shopping (Olotewo, 2017). Unlike direct shopping, customers can hold, grasp, touch, and see the colors directly, test the product as well as check the quality before buying. Therefore, traditional shopping - direct shopping makes customers more secure. As for online shopping, buyers can only interact via the screen, not directly touching the product. It is virtual, so customers are more afraid, insecure, and afraid of product quality. This proves that reliability is an essential factor affecting consumers' buying intentions.

H7. *There is an effect of Consumer Trust on purchase intention.*

2.2.9. Country of origin (COO)

If you pick an item or brand—that is mean, you make your buy expectation, what factor do you give it a second thought? Possibly they are value, quality, and numerous different elements that impact them. One of these elements is the brand's country of origin (COO) (Khoi and Van Tuan, 2019; Mohd Yasin et al., 2007).

Numerous clients regularly confound between the Brand origin (BO) and Country of origin (COO); they are distinctive from various perspectives as definition, which means picture... be that as it may, they have a relationship together and influence unequivocally to buy expectations.

There are numerous meanings of COO, on essential, nation of-inception as the nation that behaviors are assembling or amassing (Ahame et al., 2004), as iPhone is an Apple's cell phone—a brand from the USA, yet they have iPhone "made in" China. Nike might be another model, it is a brand of the game from the USA, yet Nike shoes are fabricated in Asian nations, for example, Malaysia, Vietnam... Other analysts demonstrate that nation of-source implies the nation that a producer's item or brand is related to; customarily, this nation is known as the nation of origin (Samiee, 1994). For instance, we are generally intrigued by some notable brands on the planet, the vehicle of Germany or the electronic hardware of Japan. When the products have a good origin, customers will perceive their usefulness. Hence, we give the fourth hypothesis as follows:

H4. *There is an effect of country of origin on Perceived Usefulness.*

COO as a piece of extraneous data, a sheltered base wherein clients might be right off the bat, focusing on assessing an item before they settle on a choice to get it, particularly Vietnamese. Nation picture as an assessment is significant for the customer since shopper assessment on the item isn't just founded on the worth or nature of the item yet additionally dependent on what nation that delivered the item, how it created, and who made the item. COO as a thing of assessment, is being a buyer thought in creating nations as well as in created nations (Bilkey and Nes, 1982). COO is buyers' observation toward the nation's notoriety that delivered an item. A decent nation's notoriety, for example, a nation that known has high innovation abilities, is seen

that the nation's item has acceptable items' quality. As per (Pegan et al., 2020), the COO that can impact buyer conduct are the nation of creation and the nation of the plan. In Vietnam, that possibly pay attention so much since Vietnamese frequently an idea that the degree of the nation's creating and national culture will emphatically influence the generation of the nation. Consequently, it is recommended that:

H9. *There is an effect of country of origin on purchase intention.*

Torres and Gutiérrez (2007) show the buyer inclinations for results of a particular starting point can be an outcome of different reasons: product reliance, country-of-origin image, similitudes between nations, a country's degree of improvement and consumers' trust and Hypothesis is proposed as follows:

H8. *There is an effect of country of origin on purchase intention.*

Finally, we will examine the above hypotheses in figure 1 in the next sections.

III. Methodology

3.1. Sample and Data

In this article, questionnaires were utilized to get information for examination. The survey was led in Vietnamese since the entirety of the respondents is Vietnamese. The exploration technique was acted in two phases: a qualitative and quantitative analysis. The qualitative analysis was done with an example of 4 customers living at HCM City, Vietnam.

Subsequently, the quantitative investigation was an official study conducted soon after the questions were revised. Respondents were chosen by available methodology with a sample dimension of 231 consumers living at HCM City, Vietnam. The survey replied by respondents was the principal instrument to

collate the information. The study was carried out in 2019. The survey responded by respondents was the primary tool to obtain the data. The survey included questions about the status of the determinants that affect the purchasing intention of Korean cosmetics by e-commerce. A Likert-scale type survey was

utilized to discover those determinants estimated from (1) “Strongly disagree” to (5) “Strongly agree”. Respondents were chosen by available methods with a sample size of 231 consumers.. There were 44 males (19%) and 187 females (81%) in this questionnaire. Their jobs and income are in Table 1.

Table 1. Job and Income

Job	Amount	Percent (%)		VND (1,000,000)	Amount	Percent (%)
Student	66	28.6	Income	< 5	63	27.3
Officer	101	43.7		5-<10	76	32.9
Freelance	39	16.9		10-<15	51	22.1
Other	25	10.8		>=15	41	17.7
Total	231	100.0		Total	231	100.0

3.2. PLS-SEM

The Partial Least Squares Structural Equation Model (PLS-SEM) model was created more than 20 years from the 1960s to 1980s. It was first started by Herman Wold and was progressed by his group (Lohmöller, 2013). Herman started with the advancement of a gathering of strategies that can take care of the least squares relapse issues. During the 1980s, a few utilizations of the PLS technique were applied in financial aspects, sociologies and later was acquainted with science, which had high acknowledgment in established researchers (Vinzi et al., 2010).

Interestingly with the covariance-based SEM, the PLS displaying doesn't expect that the factors are typically conveyed just as doesn't have the objective of lessening the contrast between the watched test change and the hypothetical model fluctuation, yet PLS demonstrating attempts to anticipate the needy factors of the develops. The level of exactness of the model is assessed by the re-inspecting of the information utilizing the expectation of mistakes. PLS doesn't utilize customary factual techniques for information that are gathered. The covariance-based

SEM accepts that the information is gotten from a genuine and exact hypothetical model. The accentuation on the covariance-based model is to fit a model, and this makes a tight calculation that all information must be in rationality with the model. Covariance-based SEM must adjust with some measurable suspicions like the information appropriation. In any case, PLS accepts the deliberate information as a set that can be deciphered, not to fit the informational index to a hypothetical model.

We check our model on the authority datasets for the connection between the determinants that influence the purchasing intention of Korean cosmetics by e-commerce. The dataset has seven components. Two hundred thirty-one consumers are living at HCM City, Vietnam, in the dataset. Data processing and statistical analyzing software utilized was Smartpls 3.0. The scale's reliability and validity were tested by Cronbach's alpha (α), average variance extracted (ρ_{vc}), and composite reliability (ρ_c). SEM was used to examine the model's hypotheses (Hair Jr et al., 2016; Klesel et al., 2019). Cronbach's alpha coefficient higher than 0.6 would guarantee the scale's reliability

(Nunnally and Bernstein, 1994). P_c is better than 0.6 and ρ_{vc} must be greater than 0.5. PLS-SEM is done on the theoretical framework.. This strategy could control numerous autonomous components, in any event, when multicollinearity exists. PLS could be proceeded as a relapse model, predicting at least one ward factor from a lot of at least one free factor, or it very well may be finished as a way model. PLS could associate with the arrangement of

autonomous elements to numerous reliant variables (Hair Jr et al., 2016).

IV. RESULTS

4.1. Reliability and Validity

Outer loading (OL) values > 0.4 in all cases in table 2. Outer loading on a developed measure this trademark, indicating that the related markers share much in every way that matters (Hair Jr et al., 2016; Henseler et al., 2016; Nunnally and Bernstein, 1994).

Table 2. Outer Loadings

Variable	Indicators	Loadings	Variable	Indicators	Loadings
Consumer Trust (TR)	TR1	0.7132	Country of origin (COO)	COO5	0.784
	TR2	0.7933		COO6	0.849
	TR3	0.7804		COO7	0.564
	TR4	0.7658		COO8	0.601
Perceived Risk (PR)	PR9	0.7885	Website Design Quality (DS)	DS13	0.9306
	PR10	0.8065		DS14	0.8403
	PR11	0.8868		DS15	0.8541
	PR12	0.7108	Perceived Ease of Use (PE)	PE20	0.8302
Perceived Usefulness (PU)	PU16	0.8633		PE21	0.8065
	PU17	0.8150		PE22	0.6032
	PU18	0.8647		PE23	0.7866
	PU19	0.6600		PE24	0.6888
Purchasing intention (PI)	PI25	0.8113	PI26	0.8761	
	PI27	0.8492			

In this reflective model, convergent validity was tried through rho (Pa), composite reliability(Pc), or Cronbach's alpha. The rho (Pa), Composite reliability(Pc), and Average

Variance Extracted (Pvc) were the proportions of dependability since Cronbach's alpha once in a while thinks little

of the scale reliability (Hair Jr et al., 2016; Henseler et al., 2016).

Table 3.Construct reliability results

Construct	ρ_A	ρ_c	Cronbach's alpha(α)	Pvc
PI	0.8334	0.8829	0.8043	0.7156
TR	0.7667	0.8483	0.7621	0.5834
PR	0.9359	0.8765	0.8220	0.6410
DS	0.8482	0.9080	0.8471	0.7673
PU	0.8789	0.8794	0.8233	0.6482
PE	0.8293	0.8623	0.8021	0.5593
COO	0.8347	0.8845	0.8253	0.6578

$$\alpha = \frac{k}{k-1} \left[1 - \frac{\sum \sigma^2(x_i)}{\sigma_x^2} \right] \quad \rho_c = \frac{(\sum_{i=1}^p \lambda_i)^2}{(\sum_{i=1}^p \lambda_i) + \sum_{i=1}^p (1 - \lambda_i^2)} \quad \rho_{vc} = \frac{\sum_{i=1}^p \lambda_i^2}{\sum_{i=1}^p \lambda_i^2 + \sum_{i=1}^p (1 - \lambda_i^2)}$$

Table 3 indicated that Pc fluctuated from 0.8483 to 0.9080, Cronbach's alpha from 0.7621 to 0.8471, and Pvc from 0.5593 to 0.7673, which were over the favored estimation of 0.5. This demonstrated the model was inside reliable. To check whether

the pointers for factors show convergent validity, Cronbach's alpha was utilized. From table 3, it tends to be seen that all the variables are reliable (>0.60) and Pa, Pvc > 0.5 (Hengky Latan and Richard Noonan, 2017; Henseler et al., 2016; Wong, 2013).

Table 4. Constructs validity results (HTMT: Fornell-Larcker Criterion)

Construct	PI	TR	PR	DS	PU	PE	COO
PI	0.7156						
TR	0.1098	0.5834					
PR	0.0145	0.0081	0.6410				
DS	0.1142	0.0050	0.0172	0.7673			
PU	0.0987	0.0075	0.0131	0.0006	0.6482		
PE	0.3491	0.0087	0.0027	0.2335	0.0199	0.5593	
COO	0.3400	0.0321	0.0081	0.1140	0.0175	0.2888	0.6578

Then again, as far as develop construct validity, follow to Hair et al. (2017, 2016), HTMT qualities ought to be under 1.0 in table 5. The creators found that all construct values were not exactly the threshold values in Table 4.

4.2. PLS-SEM

PLS-SEM was utilized in the theoretical framework. PLS technique could deal with numerous free factors, in any

event, when multicollinearity exists. PLS could be executed as a regression model, anticipating at least one dependent variable from a lot of at least one independent factors, or it could be actualized as a way model. PLS strategy could connect with the arrangement of independent variables to multiple dependent variables (Henseler et al., 2016).

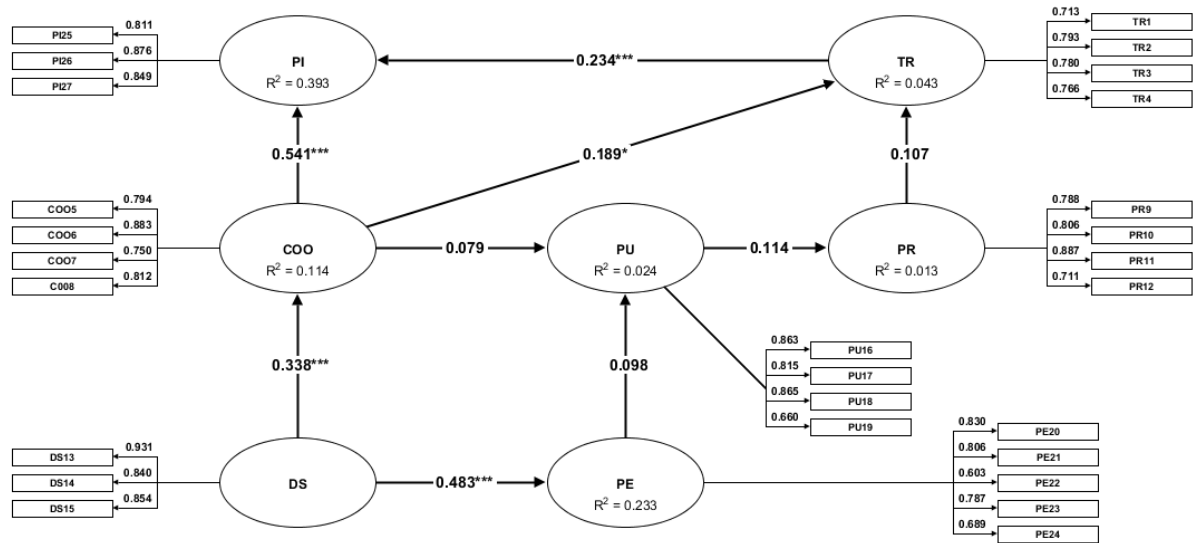


Fig 2.Empirical model.

PLS-SEM brings about figure 2 demonstrated that the model was perfect with information to explore (Henseler et al., 2016; Klesel et al., 2019). The purchasing

intention of Korean cosmetics by e-commerce was affected by Consumer Trust (TR) of consumers and country of origin (COO) about 39.3%.

Table 5. T-Test

Hypothesis	Beta	SE	T-value	P	Findings
TR -> PI	0.2345	0.0562	4.1702	0.0000	Supported
PR -> TR	0.1068	0.0863	1.2375	0.2162	Unsupported
DS -> PE	0.4832	0.0816	5.9232	0.0000	Supported
DS -> COO	0.3377	0.0620	5.4506	0.0000	Supported
PU -> PR	0.1144	0.0744	1.5384	0.1243	Unsupported
PE -> PU	0.0983	0.1257	0.7822	0.4343	Unsupported
COO -> PI	0.5411	0.0385	14.0624	0.0000	Supported
COO -> TR	0.1888	0.0863	2.1881	0.0289	Supported
COO -> PU	0.0794	0.0795	0.9981	0.3185	Unsupported

$Beta(r): SE = \sqrt{(1-r^2)/(n-2)}$; $CR = (1-r)/SE$; $P\text{-value} = TDIST(CR, n-2, 2)$.

In the T-test investigation in table 5, the two factors connected to the purchase of Korean cosmetics by e-commerce ($p < 0.05$) are Country of

origin (COO) and Consumer Trust (TR). There are four unsupported and five supported hypotheses in Table 5.

Table 6. Measurement of PLS-SEM

Standard	Value	HI95	HI99
SRMR	0.0654	0.0575	0.0675
d _{ULS}	1.6161	1.2506	1.7235

d _G	0.5502	0.5139	0.5780
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PLS-SEM results indicated that the model was perfect with information examine (Hengky Latan and Richard Noonan, 2017; Henseler et al., 2016) in table 6. In bootstrapping, resampling techniques were utilized to register the significances of PLS coefficients. The yield of hugeness levels can be recovered from the bootstrapping choice. Table 6 shows the aftereffects of hypotheses testing; all the t values above 1.96 are significant at the 0.05 level.

DISCUSSIONS

The main purpose of the paper is to examine the behavior intention model based on the theory of TAM and TPB. This article investigated the factors that influence the purchasing intention of Korean cosmetics by e-commerce in Vietnam. This paper approved the reliability, the validity of size factors, and verifying the link among constructs in the proposed study design. The mixed-method (qualitative and quantitative combination) was used for this paper. We build a new model with nine hypotheses: four unsupported and five supported hypotheses.

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