Consumers' Susceptibility to Global Culture and Their Attitude toward the Global SPA Brand*

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Abstract

Purpose – This study examined the effects of susceptibility to global consumer culture (SGCC) on the brand attitude of consumers of the global SPA brand in South Korea.

Research Design, Data, and Methodology –Questionnaires were used, and the sample that was extracted by the convenience sampling method comprised 703 males and females, aged 20-36. The data were analyzed with SPSS 16.0 and Amos 5.0 for frequency analysis, exploratory factor analysis, confirmatory factor analysis, reliability analysis, correlation analysis, and structural equation modeling analysis.

Results – First, conformity to consumption trends was found to have a significant effect on all four variables of SPA brand attitude (brand favorability, uniqueness, ethicality, and economic utility). Second, quality perception was found to have a significant effect on brand favorability, uniqueness, ethicality, and economic utility. Third, social prestige was found to have a positive effect on uniqueness.

Conclusions – The results show that consumers' susceptibility to global culture is a significant factor in their attitude to the global SPA brand. Therefore, it would be more effective if the global SPA brand develops recognition among consumers that its products play a role in sharing new trends and global lifestyles.

Keywords : Susceptibility to Global Consumer Culture, South Korean Consumer, Global SPA Brand Attitude.

JEL Classification : F01, F69, M31, M09.

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1. Introduction

With the development of internet and the growth of social media such as blogs and Twitter, consumers worldwide have come to share information on. In addition, the innovation of distribution system has made it possible to purchase fashion products without time and space constraints. Thus, global consumers, who show similarities in consumptive tendencies, have appeared and global brands have seen tremendous growth. The consumption patterns of Korean consumers who share global fashion trends and put emphasis on reasonable price and quality have led to the rapid growth of the global SPA brands. Moreover, an increasing number of Korean SPA brands are benchmarking the global SPA brands. However, such a quantitative increase in SPA brands has caused intense competition between global SPA brands which expanded into South Korea and threatened the success of Korean SPA brands.   Therefore, there is an increased need for the coping strategies to this. Global consumers prefer global brands to domestic brands and are similar to each other in preferences and purchase behavior of products and services. The culture created by them is global consumer culture. The reasons for the rapid growth of such a culture were because consumers worldwide have more opportunities to access to global brand products and services and consumer culture with a preference for global brands has been expanded as global market quantitatively increased. Therefore, it can be said that the global consumer culture can provide a comprehensive explanation of consumer behavior in the brands providing products and services with symbolic meanings related to consumption worldwide (Jeon & Park, 2009). Consumers may believe that global brands confer a sense of better quality and prestige, even when quality and value are not objectively superior (Zhou et al., 2008; Claudiu et al., 2008). In addition, global culture-oriented image was significant relationship of global SPA brand attitude (Yoo & Hwang, 2010).

The level of global consumer susceptibility to the symbolic meaning of global brands is called 'susceptibility to global consumer culture: SGCC'. It can also be said that the success of global brands depends on how positively consumers accept the global consumer culture. Therefore, consumer attitudes to global SPA brands and success can be expected to some extent by analysis of their acceptance of global culture (Zhou & Hui, 2003).

Above all, brand competitiveness is most affected by consumer brand attitudes. It is essential to secure information on factors to form brand in order to develop marketing strategies that can induce favorable attitudes from consumers. In particular, specific information on the association between the factors to form brand attitudes and purchasing attitudes, which are main motives to induce purchasing behavior, is a major factor to consider when determining the general direction of brand marketing strategy. In the Korean fashion market with the needs of globalization and increased competitiveness, specific information on factors affecting consumers'global SPA brand attitude is required for the success of Korean SPA brands. Nevertheless, it is a fact that there is a lack of research of this.

Therefore, the purpose of this study is to investigate the influence of consumers' susceptibility to global culture on their attitude toward global SPA brand in South Korea.

It is considered that this will be useful information for comprehensively understanding the consumers' attitude toward global SPA brand and developing the positioning strategies of SPA brands and global communication methods. In addition, the data gained in this study can contribute to the formation of more effective measures to copy with the challenges of global SPA brands overseas.

2. Literature review

2.1. Susceptibility to Global Consumer Culture

The level of global consumer susceptibility to the symbolic meaning of global brands is called 'susceptibility to global consumer culture: SGCC'. This concept was derived from the study by Steenkamp et al. (2003), who examined consumer response to food and beverage products, home appliances and household items of global brands by multinational corporations and local brands. In this study, SGCC is defined as consumers' desires or tendency to acquire and use global brands. However, it can be said that SGCC means not only a desire to own global brands but also a more multidimensional concept to induce the acquisition of global consumption symbols and it significantly affects the decision of mental and behavioral tendencies of individual consumers to global brands (Zhou & Hui, 2003). According to Batra et al. (2000), consumers prefer global brand in order to explore the symbolic meaning such as awareness of the excellent products of global brands, consumer perception of trends and advancement of consumers, and these symbolic meanings of global brands act as a culture to global consumers. Based on the study by Steenkamp et al. (2003), the possibilities for them to provide corporations with benefits strategically can vary depending on the brand characteristics even though global brands or positioning of global consumer culture has more influence on the age of global consumer culture.

Zhou et al. (2008) developed a scale of SGCC based on previous studies related to global consumer culture. This scale was developed for Canadian and Chinese consumers and consisted of three subordinate concepts. They defined SGCC as a psychological and behavioral response motivating consumers to purchase global brands in various ways and said that this was to measure the inclination reflecting the tendencies and desires to purchase and use global brands. This scale consists of three dimensions: 'conformity to consumption trend', 'quality perception' and 'social prestige'. 'Conformity to consumption trend' means that consumers try to follow the global level propensity to consume and 'quality perception' is associated to the fact that consumers try to have functional and practical benefits from global brands or products. Moreover, it can be said that 'social prestige' is a subjective feeling of pride felt by possessing or consuming global brands and improvement in social status. Jeon and Park (2009) studied the relationship between SGCC and global SPA brand attitude by using the consumer conformity as an antecedent variable. In the study, 'quality perception' and 'social prestige' among the three dimensions of SGCC showed a significant relationship with attitude toward the brand purchase. This study proved that purchase and consumption of global brands are attributed to the consumer conformity aiming to identify with value-expressive function of global consumption culture. Cheon and Jun (2012) found that the moderating effects of consumers in the countries involved in brands on SGCC were verified when Koran brands developed positioning strategies by global advertising. The results showed that the level of conformity to consumption trend and quality perception had a moderating effect on consumers' purchase intentions depending on the positioning strategies. In other words, consumers who had a strong tendency to global consumption culture showed higher purchase intentions in global positioning rather than local positioning. Therefore, they suggested that the consumer behavior with a preference for global brands would play a crucial role in segmenting consumers.

Success in global brand marketing strategy depends on how positively and effectively consumers accept the global consumer culture. However, there are not many measurement tools for Korean consumer to estimate this effectively (Jeon & Park, 2009). SGCC is a relatively recently proposed concept. Thus, it is a fact that there is a shortage of previous studies on related variables. In addition, these studies were restrictively performed on consumers from foreign countries such as Canada and China or on consumers of food and beverage products, home appliances and household items. Therefore, this study aims to investigate whether the scale of SGCC developed by Zhou et al. (2008) is appropriate for measuring the global orientation of fashion product consumers in South Korea and examine the relationship between it and attitude toward global SPA brands. It is considered that understanding such a tendency of global consumers will contribute to improving the accuracy of the information necessary for setting of the direction to develop a brand marketing strategy aimed at globalization.

2.2. Brand attitude

The brand attitude means thoughts and inclinations on positive or negative emotions felt by an individual and an over assessment of brands (Lee, 2002). This becomes the basis for consumer behavior to select brands (Suh et al., 2009). Therefore, the brand attitude can be generally defined as an internal and overall evaluation of brands. If consumers are satisfied with a particular brand, they have a favorable impression of it. This encourages them to make purchase decisions in the favorite specific brand and to purchase it actually (Shin & Yoo, 2004). When consumers choose a brand, they calculate the results of the choice of a particular brand or the value of the results before purchasing the brand products and form attitudes toward the brand (Wikie, 1990). Thus, consumers form brand attitudes based on the emotional information gained from experience and the positive attitude toward a brand come from favorable feelings toward the brand (Chaudhuri & Holbrook, 2001). The brand attitudes are formed with the utilitarian dimension by the cognitive involvement and the hedonic dimension by the emotional involvement (Choi & Rhee, 2006). In particular, consumers form brand attitudes based on brand familiarity or by evaluating whether a particular brand has an important value to them (Cohen & Reed, 2006). That is, consumers consider factors other than the essential characteristics of products such as brand, price and package making a decision to purchase. The study by Choi (2003) on the attitude toward global luxury brands derived 'quality superiority', 'pleasure of consumption', 'luxury', 'traditional value' and 'scarcity' as a component factor of brand attitude. Yoo and Hwang (2010) showed that the brand factors consists of 'practicality', 'image suitability', 'economic efficiency', 'uniqueness', 'fashionability', and 'size diversity'. Rhee (2008) found that the brand attitude factors consisted of 'familiar attitude', 'emotional attitude', 'value-expressive attitude' and 'knowledge utilitarian attitude'.

In consideration for the results of previous studies, all types of brands have in common in that predisposing factors in the formation of brand attitudes are associated with products' tangible and intangible attributes. However, the specific content consisting of these common factors varies depending on the brand characteristics such as brand awareness and product features. This suggests that the factors to be reflected in marketing strategies have been diversified as the fashion market was rapidly globalized and advanced qualitative information is needed to establish and promote a strategy reflecting all these factors. Based on previous studies, this study derived the factors of global SPA brand attitude as follows: brand favorability, uniqueness, ethicality and economic utility.

3. Research Model and Hypotheses

3.1. Hypotheses

The tendency of consumer positive susceptibility to the symbolic meaning of global brands is called 'susceptibility to global consumer culture' and it consists of three dimensions: 'conformity to consumption trend', 'quality perception' and 'social prestige'. It can be seen that 'conformity to consumption trend' reflects consumers' conformity orientation aiming to follow the global level consumption (Zhou et al., 2008). Dholaki and Talukdar (2004) argued that social influences, consumption behavior and evaluation of reference groups have an effect on establishing consumers'purchase behavior and evaluation criteria in the consumption of global brands. 'Quality perception' means that consumers try to have functional and practical benefits from global brands or products (Steenkamp et al., 2003). The product quality of global brands has an effect on consumers' purchase attitude toward global brand products (Wang et al., 2000). 'Social prestige' can be seen as a reflection of consumers' pride felt by possessing or consuming global brands and desire for improvement in social status (Steenkamp et al., 2003). Batra et al. (2000) has shown that consumers sensitive to normative influences preferred to products with high social symbolic value and brands made in developed countries. This means that consumers with greater awareness of the social prestige are more likely to prefer to global brands. Jeon and Park (2009) found that 'quality perception' and 'social prestige' among the three dimensions of SGCC had a significant impact on attitudes toward global fashion brands.

Therefore, based on these previous studies, this study formulated the following hypotheses in order to clarify the relationship between SGCC and global SPA brand attitude.

H1. The higher conformity to consumption trend will have a positive effect on global SPA brand attitude.
H1a. The higher conformity to consumption trend will show a higher brand favorability.
H1b. The higher conformity to consumption trend will be highly aware of the brand uniqueness.
H1c. The higher conformity to consumption trend will be highly aware of the brand ethicality.
H1d. The higher conformity to consumption trend will be highly aware of the brand economic utility.
H2. The higher quality perception will have a positive effect on global SPA brand attitude.
H2a. The higher quality perception will show a higher brand favorability.
H2b. The higher quality perception will be highly aware of the brand uniqueness.
H2c. The higher conformity to consumption trend will be highly aware of the brand ethicality
H2d. The higher conformity to consumption trend will be highly aware of the brand economic utility.

H3. The higher social prestige will have a positive effect on global SPA brand attitude.

H3a. The higher social prestige will show a higher brand favorability.

H3b. The higher social prestige wil lbe highly aware of the brand uniqueness.

H3c. The higher social prestige will be highly aware of the brand ethicality

H3d. The higher social prestige will be highly aware of the brand economic utility.

3.2. Research Model

The research model based on the above hypothesis is shown in <Figure 1>.
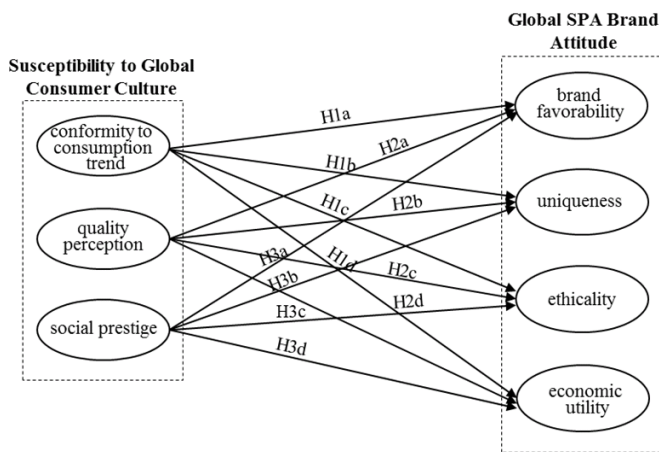
<Figure 1> Research Model

3.3. Method

A descriptive survey method using a self-administered questionnaire was employed to implement the study. Based on the results of preliminary research conducted on 30 men and women between the ages of 20 to 36, it was used as a question of the main research after correction and supplementation of clarity and description of the questionnaire. The susceptibility to global consumer culture developed in the study by Zhou et al. (2008) was used in the questions to measure SGCC. This measure consisted of 5 questions about the conformity to consumption trend, 4 questions about the quality perception and 4 questions about the social prestige. Items to measure SPA brand attitude were developed based on previous studies (Yoo & Hwang, 2010; Kim & Ko, 2010). This study derived 'brand favorability', 'uniqueness', 'ethicality' and 'economic utility' as a factor of global SPA brand attitude and measured on a 5-point Likert scale.

A questionnaire survey was conducted from June 11 to August 9, 2012. A total of 817 questionnaires were distributed to undergraduate and graduate students at universities located in Seoul and Gyeonggi area and company employees experi-

enced in purchasing SPA brands. After excluding 114 questionnaires because the responses were inadequate or the age of the respondents was outside the scope of the targeted age groups, 703 questionnaires were used as final analysis data. The data was analyzed with SPSS 16.0 and Amos 5.0 for frequency analysis, exploratory factor analysis, confirmatory factor analysis, reliability analysis, correlation analysis and analysis of Structural Equation Model.

4. Methodology

4.1. Reliability Checks

Several reliability and exploratory factor analysis were conducted on the variables to prove the reliability of emerging SGCC dimensions with South Korea respondents. Varimax rotation was used for the exploratory factor analysis and principal component analysis was used as a factor extraction method. Exploratory factor analysis was conducted on the 13 questions used for the scale of SGCC. As a result, three factors were derived as shown in <Table 1>. The total explained variable was 75.847%, and Cronbach's alpha coefficients ranged from 0.891~0.912 showing moderately high reliability.

<Table 1> Exploratory Factor Analysis of SGCC

Factors	Initial no. of items	Final no. of items	Factor Loading			Cronbach's α
			factor 1	factor 2	factor 3	
conformity to consumption trend	5	5	0.843 0.828 0.822 0.805 0.794	0.165 0.205 0.163 0.183 0.166	0.154 0.201 0.205 0.242 0.188	0.912
social prestige	4	4	0.131 0.225 0.176 0.216	0.883 0.851 0.832 0.818	0.134 0.167 0.156 0.194	0.905
quality perception	4	4	0.162 0.181 0.208 0.316	0.169 0.157 0.174 0.154	0.868 0.866 0.794 0.768	0.891
Eigen Value			3.699	3.130	3.031	
Variation (%)			28.451	24.078	23.319	75.847

As shown in <Table 1>, three dimensions emerged to form the SGCC construct- conformity to consumption trend, quality perception and social prestige.

The dimension of conformity to consumption trend consists of 4 items: "makes one feel good in his/her social group", "makes one have the sense of global belonging", "makes one feel clos-

er to contemporary lifestyle", "makes one feel to be part of the global trend of the consumption". The eigenvalue was 3.699 with the explained variable was 28.451%. It can be seen that this means the consumers' conformity awareness trying to approach to global culture and sensibility through global SPA brands. Due to cross-loading in exploratory factor analysis, the question of following the worldwide popular fashion was excluded from the measurement questions to form the factors in the study by Zhou et al. (2008). However, the research coverage is closely related to the trend because this study was conducted on SPA fashion brands. Therefore, it shows that the factor 'conformity to consumption trend' is formed. The dimension of social prestige of 4 items: "symbolize one's social image", "are associated with the symbol of prestige", "tell something about one's social status" and "are associated with wealth". The eigenvalue was 3.130 with the explained variable was 24.078%.The dimension of quality perception of 4 items: "have a very high quality image", "have a very high level of reliability", "are associated with the latest technology", and "are associated with long-lasting quality". The eigenvalue was 3.031 with the explained variable was 23.319%.

Exploratory factor analysis was conducted on the 17 questions of global SPA brand attitude. As a result, four factors were derived as shown in <Table 2>. The total explained variable was 69.670%, and Cronbach's alpha coefficients ranged from 0.816~0.919 showing moderately high reliability.

<Table 2> Exploratory Factor Analysis of global SPA brand attitude

Factors	initial no. of items	final no. of items	Factor Loading				Cronbach's α
			factor 1	factor 2	factor 3	factor 4	
brand favorability	4	4	0.843	0.185	0.210	0.843	0.919
			0.838	0.191	0.233	0.838	
			0.817	0.175	0.194	0.817	
			0.686	0.278	0.240	0.686	
uniqueness	5	4	-0.014	0.760	0.246	-0.014	0.823
			0.319	0.749	-0.026	0.319	
			0.083	0.729	0.179	0.083	
			0.441	0.610	0.172	0.441	
ethicality	4	4	0.341	0.143	0.778	0.341	0.859
			0.397	0.191	0.770	0.397	
			0.320	0.136	0.757	0.320	
			-0.015	0.201	0.653	-0.015	
economic utility	4	4	0.180	-0.051	0.133	0.180	0.816
			0.186	0.145	0.308	0.186	
			0.422	0.220	0.140	0.422	
			0.134	0.254	0.371	0.134	
Eigen Value			3.570	2.950	2.806	2.518	
Variation (%)			20.999	17.355	16.506	14.810	69.670

4.2. Confirmatory Factor Analysis

A confirmatory factor analysis was conducted by factor in order to examine whether the factor structure on the 13 questions used for the measurement of SGCC was appropriate. Maximum

Likelihood (ML) was used for the measurement model analysis and the models were evaluated by the goodness of fit index. Fit index including χ^2=236.130, GFI=0.949, AGFI=0.925, RMR=0.029, NFI=0.962, IFI=0.972 and CFI=0.972 appeared to be satisfactory. The confirmatory factor analysis was conducted on SPA brand attitudes. As a result, the goodness of fit indexes in the model fitness did not meet the recommended levels. After removing one question with low regression weights, the indexes were shown as follows: χ^2=632.40, df=98, p=0.000, RMR=0.045, GFI=0.900, AGFI=0.861, NFI=0.911, IFI=0.924 and CFI=0.922. Although the goodness of fit index did not meet the recommended levels of more than 0.9, NFI, IFI and CFI were above 0.9 and RMR was less than 0.05. Thus, it could be said that this meets the recommended levels.

4.3. Measurement Model Analysis

As noted in <Table 3>, the correlation matrices of the data set were used to examine all potentially overlapping constructs. As all of the diagonal elements, which are the square root of the AVEs of the corresponding dimensions, were higher than the corrections between the target dimensions, the discriminant validity of all the dimensions in this study was assured.

<Table 3> Mean, Standard Deviation, and Correlation Matrices

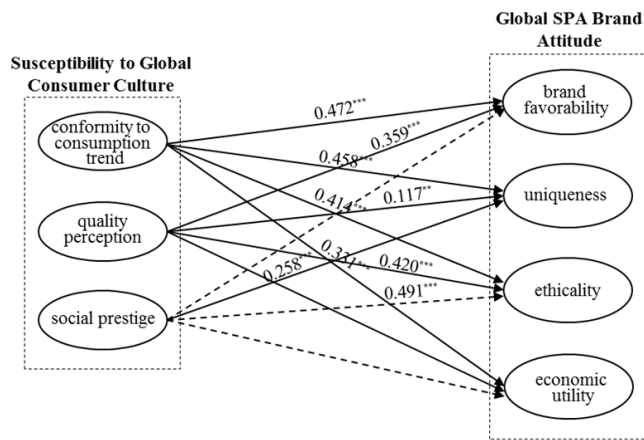|	Mean	SD	1	2	3	4	5	6	7
1. conformity to consumption trend	3.60	0.79	1						
2. social prestige	2.59	0.80	0.441	1					
3. quality perception	3.29	0.75	0.495	0.409	1				
4. brand favorability	3.74	0.73	0.607	0.394	0.565	1			
5. uniqueness	3.40	0.70	0.524	0.485	0.394	0.521	1		
6. ethicality	3.47	0.64	0.563	0.371	0.555	0.578	0.459	1	
7. economic utility	3.67	0.70	0.461	0.180	0.479	0.551	0.385	0.609	1

5. Results of Structural Model Analysis

In order to verify the research model, structural equation model analysis was conducted. As shown in <Table 4>, measurement model's fit index including χ^2=1515.126, df=362, p=0.000, RMR=0.051, GFI=0.860, AGFI=0.832, NFI=0.896 and IFI=0.919 appeared to be satisfactory.

This study verified the hypotheses to show the relationship between SGCC and global SPA brand attitude. As a result, the hypotheses with the exception of three hypotheses were supported. When the study model was analyzed by structural equation, the results were shown in <Figure 2> and the hypothesis validation was noted in <Table 4>.

First, it was shown that the conformity to consumption trend

had a significant effect on all four of SPA brand attitude (brand favorability, uniqueness, ethicality and economic utility). This suggests that global SPA brand consumers have a desire to share worldwide popular fashion with each other and the conformity tendency trying to participate in global level consumption trend experience is a crucial factor in forming brand attitudes. Second, it was shown that the quality perception had a significant effect on brand favorability, uniqueness, ethicality and economic utility. This is the same as the previous study, which suggested that quality values of luxury fashion brands played an important role in maintaining the relation with brands. It is also shown that global SPA brands have become important factors in forming positive brand attitudes when consumers recognize that products are conform to global standards. Third, the social prestige had a positive effect on uniqueness. On the contrary, it was shown that it had a negative impact on economic utility and did not show statistically significant results in brand favorability and ethicality. It is considered that the benefits of social prestige created by possessing or consuming global SPA brands are insufficient to recognize the fairness of the brands.

<Figure 2> Result of Structural Model Analysis

<Table 4> Measurement Analysis for all Constructs

parameter	path	Standardized β	S.E.	t value	Hypothesis supported
H1a	conformity to consumption trend→brand favorability	0.472	0.039	11.780***	Yes
H1b	conformity to consumption trend→uniqueness	0.458	0.043	9.707***	Yes
H1c	conformity to consumption trend→ethicality	0.414	0.034	9.927***	Yes
H1d	conformity to consumption trend→economic utility	0.331	0.036	6.969***	Yes
H2a	quality perception→Brand favorability	0.359	0.043	9.207***	Yes
H2b	quality perception→uniqueness	0.117	0.046	2.640**	Yes
H2c	quality perception→ethicality	0.420	0.039	10.084***	Yes
H2d	quality perception→economic utility	0.491	0.043	9.869***	Yes
H3a	social prestige→Brand favorability	0.029	0.038	0.811	No
H3b	social prestige→uniqueness	0.258	0.043	6.052***	Yes
H3c	social prestige→ethicality	0.019	0.033	0.506	No
H3d	social prestige→economic utility	-0.133	0.036	-3.095	No
χ^2= 1515.126, df=362, p=0.000, RMR=0.051 GFI=0.860, AGFI=0.832, NFI=0.896, IFI=0.919					

**: p<0.05 ***: p<0.01

6. Conclusions

This study was conducted to investigate consumers' susceptibility to global culture and their attitude toward global SPA brand. The results and implications of the study employed by a descriptive survey method using self-administered questionnaires can be summarized as follows.

First, it was found that the conformity to consumption trend had a significant effect on all four of SPA brand attitude (brand favorability, uniqueness, ethicality and economic utility). It reflects that global SPA brand consumers have a desire to share worldwide popular fashion with each other and the conformity tendency trying to experience global level consumption trend.

Second, it was found that the quality perception had a significant effect on brand favorability, uniqueness, ethicality and economic utility. It appears that global SPA brand products have the quality suitable for international standards and suggests that they have become important factors in forming favorable brand attitudes.

Third, the social prestige had a positive effect on uniqueness. On the contrary, it was found that it had a negative impact on economic utility and did not show statistically significant results in brand favorability and ethicality. It is considered that the level of susceptibility to the benefits of social prestige with global brands has a negative effect on the consumer attitudes to economic utility because consumers recognize that SPA brand products are inexpensive or have a bias that they should be cheap. Therefore, they do not expect much the social symbolism with expensive fashion products from SPA brands. In other words, it is considered that these results reflect consumer psychology that possessing and consuming SPA brand products are inadequate to increase their social prestige or status. Considering the results, it appears that understanding the consumption psychology related to prices and brand reputation of SPA brand consumers in South Korea can play an important role in the price positioning strategy of global SPA brands.

Considering that the conformity to consumption trend is an antecedent factor to have the greatest impact on uniqueness among the SPA brand attitudes, it appears that it will be more effective if global SPA brands give consumers recognition that their products play a role in sharing new trends and global life-

styles by developing an active communication strategy.

Moreover, consumers show favorable attitudes toward global SPA brands by positive perception of the conformity to consumption trend and quality. That is, the consumption of global SPA brands is a method to satisfy consumer demands for participating in the global consumption culture, it is considered that Korean SPA brands should not only advertise with an emphasis on benefits and advantages of products themselves but also continue to their efforts to develop and advertise global consumption culture felt by emphasizing that their products include global culture.

Limitations of this study and suggestions for future researches should be noted.

First, this study was conducted on the assumption that basic strategies of SPA brands were similar to each other, but there are limitations that the brand characteristics of each SPA brand could not be considered. Therefore, it should be considered subdivide the brands depending on the concepts or strategies of each brand in the relevant studies in the future. Second, Susceptibility to Global Consumer Culture (SGCC) is a relatively recently proposed concept and scale, and this study used the scale proposed by Zhou et al.(2008). However, it is thought that it seems necessary to improve the reliability of the measure by adding and verifying new items appropriate for consumers in South Korea and fashion brand consumers. Third, the samples of the study were selected only from South Korea. Therefore, further studies with respect to consumers in various countries are recommended, it could be useful information for Korean SPA brands aiming to expand overseas.

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