A Study on Linking Korean Wave and Corporate Image on Country Image, Perceived Quality: A Study of China

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This study examines the linkage between Korean wave, corporate image and country image, perceived quality of products made in the country. To close a gap lacking empirical studies on impacts of corporate image to country image and to further understand impacts of Korean wave, this study conducts survey over Chinese consumers to test the effects of corporate image, Korean wave to the country image, and verify on its effects to perceived quality of the products made in the country. The results show that both corporate image and Korean wave influences to form positive country image of Korea, and perceived quality of Korean made products. The size of effects varies upon products type and stimuli. This study could provide policy makers insights how to promote country image as well as support SMEs for developing overseas markets. Also, it could give marketers valuable implications to develop effective global marketing strategies using cultural assets, country image and salient corporate image.

Key words: country image, corporate image, Korean wave, perceived quality, popular culture

Ⅰ. Introduction

A favorable association and differentiated image of a country are not only helpful to the promotion of export, investment and tourism (Anholt, 2005), but also bringing about diplomatic relevance by a good reputation (Nye, 2004). The country image has taken attention as a marketing strategy using the country-product

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image association to advance the global market with overcoming intensified competition (Roth and Romeo, 1992; Lotz and Hu, 2001; Papadopoulos and Heslop, 2002; Speece and Nguyen, 2005). Especially, country image could be greatly patronized to small & medium-sized companies with weak brand awareness for entering the global market. Thus, many countries exert to form and manage the positive and favorable image of the country in diverse aspects like economy, culture, and investment environment (O'Shaughnessy and O'Shaughnessy, 2000; Jaffe and Nebenzahl, 2001; Anholt, 2005).

Country image has been discussed on the aspect of politics, economy, and technology (Martin and Eroglu, 1993), and also mentioned the desired interaction, and people affect like preference, diligence, honesty, and country beliefs like the level of living, education, and technology (Laroche et al., 2005). Roth and Romeo (1992) defines "country image is the overall perception consumers form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weakness." As such, a country image has been formed through a myriad of channels (Jaffe and Nebenzahl, 2001), and being drawn marketers attention due to affecting on the perception of products from the country.

Recently, corporate image and experience of popular culture are appearing as factors affecting on the formation of country image. Ham and Jun (2008) found that salient companies are influencing to form of the positive country image by an exploratory study over American students. Kang and Yang (2010) empirically tested relationship between the overall corporate reputations and country reputation, and international consumer's product attitudes. Gotsi et al. (2011) argues that the corporate image could transfer to the association of country image. However, there has been limited studied about the effects of corporate image on the country image so far. Even though there has been well addressed studies about popular culture (e.g., Korean wave) phenomenon, and its positive impacts on the country image (e.g., Hanaki et al., 2007; Han et al., 2011) and perceived quality and purchase intention of products (e.g., Kim and Ahn, 2012; Kang and Lee, 2016), it is rarely studied the comprehensive analysis on relations between popular culture, corporate image, country image and perceived quality.

This study aims to extend understanding of the linkage between popular culture, corporate image and country image, perceived quality of products made in the country. Also, this would be a meaningful empirical study on the effects of corporate image to the country image, and verification on the effects of corporate image to perceived quality of products. The extended understanding about forming country image and its impact to perceived quality could provide policy makers valuable knowledge to promote country as well as support SMEs, and also

give marketers very important implications to develop effective global marketing strategies. The remainder of the article describes a more detailed theoretical background, hypotheses, and the empirical procedure to test hypotheses.

Ⅱ. Theoretical Background

2.1 Popular Culture and Korean Wave

The development of communication technology and progression of globalization has increasing mutual contacts, as well as enabling rapidly shared of ideas, preference, and practice between individuals, groups, and communities. With such a background, the popular culture draws keen attention because of its dynamic spreading to all over the world in a moment with crossing freely borders (Simeon, 2006). Popular culture is defined "a general and universal culture form of the time which is widely accepted by people, and it is delivered to the people by mass media such as TV, radio, newspapers and movies, and has created a lifestyle and tendencies of thoughts." (Kim, 1995). Storey (2009) defines popular culture 6 of different ways such as "culture gaining wide popularity from many people" and "mass-produced culture for mass-consumption." Taken together, the popular culture which has characteristics of 'dynamics' and 'mass' is important to marketing (Gabriel,

1998; Aaker et al., 2001; Simeon, 2006), because; firstly, the consumption and digestion of popular culture are very subjective depending on individuals, secondly, it could be used as a powerful tool for brand marketing in the global marketplace.

Among popular culture phenomenon rapidly spreading all over the world, the Korean popular culture which called 'Korean wave' has come researchers to the fore. It's contents including dramas, pop songs, broadcasting entertainment programs, films, and relevant stars are in a large consumed in China, Taiwan, Hong Kong, Southeast Asia, and Latin America. A term, 'Korean wave' (*Hallyu* in Korean) explaining the vastly spread of Korean popular culture overseas has been named in the meaning that "Korean dramas and pop-cultures are widely and quickly spreading and popular in China" (Chua and Cho, 2012). According to preceding researches, the satisfaction or experience of Korean wave contents would strengthen the positive image of Korean products, so that it showed positive effects on the Korean export (Choi and Park, 2008; Lee et al., 2014), and influenced positive effects on the purchase intention of Korean products (Kang and Lee, 2016), and improved the country image (Han et al., 2011), and acted as mediator for purchasing services (Kim et al., 2010). When taking considered together the prior researches, Korean wave as one of mostly prevailing popular cultures around the globe would be influenced country image of Korea and perceived quality

of Korean made products.

2.2 Country image

Image is defined as "the collection of belief, idea, and impression of a certain object" (Kotler *et al.*, 1993). Such belief, idea, and impression "could be according or not according with the objective attributes of the object as mental images" (Jaffe and Nebenzahl, 2001). Reflecting these concepts of image to country, the country image is expressed in diverse terms depending on scholars (Kleppe et al., 2002) like 'country image' (Martin and Eroglu, 1993), 'country equity' (Shimp et al., 1993), and 'product-country image (PCI)' (Heslop and Papadopoulos, 1993). Country image is defined as "people's descriptive, inferential, and informative beliefs in a specific country" (Martin and Eroglu, 1993). A country image could be changed just as the image in consumers' mind is changed (Amine et al., 2005). And, it is formed by influences by external sources like product-related experience, advertisement, friend, and relative etc. (Martin and Eroglu, 1993), as well as could be influenced by political events (O'Shaughnessy and O'Shaughnessy, 2000).

In the perspective of product-country image, the country image is defined as "the generalized belief in a specific product manufactured in a country" (Bilkey and Nes, 1982), or "the overall perception of a country just like the product quality made in the country" (Han and Terpstra,

1988; Hong and Wyer, 1989). "As the product image is a specific memory obtained from actual or latent products" (Kotler et al., 1997), there could be images of products that do not exist. Roth and Romeo (1992) defines the country image as "consumers' overall perception of specific countries' products," and the country image is a tool for consumers to evaluate products. Kaynak and Cavusgil (1983) says that there is no absolute image of every product produced in a country, so that it could be differently evaluated in accordance with the type of products. Also, according to Laroche et al. (2005), the country image has direct/indirect effects on the evaluation of products through the trust in products.

2.3 Corporate Image

Corporate image is defined as "the overall impression created in people's mind by an entity" (Dichter, 1985), and "the perception, image, or impression of an organization in people's mind" (Balmer, 1995). Corporate image is formed by multiple sources such as experience, impression, belief, feeling, and knowledge of a company (Melewar, 2003). According to Lopez et al. (2011), the corporate image is formed by corporate factors like corporate personality, identity, and image of industry where the company belongs to, and exogenous environmental factors like the country of origin of the company, and personal factors like individual

experience related to the company.

Anholt (2002) argues that corporate image (or brand) could enhance and even change the country image. Ham and Jun (2008) explored factors affecting on the country image of Korea stimulating by cultural symbols like Taekwondo, and Taegeukgi, and salient company names like SAMSUNG, Hyundai, LG, KIA over American university students. The result shows that both the cultural symbols and salient companies were used as informational cues for the establishment of positive image to Korea. Kang and Yang (2010) empirically tested whether the overall corporate reputations influence country reputation and international consumer's product attitudes over American people. The result showed that overall reputations of South Korean corporations led significantly to positive attitudes toward South Korean products. Gupta (2010) also described "corporate image was vital and played a significant role in influencing their choices for different brands" from discussions with 21 of focus group. In order to figure out factors affecting to transfer from corporate image to country image, Gotsi et al. (2011) conducted a qualitative study by interviewing with 13 brand experts. This study found six consumer-related factors and four company-related factors having effects on the image transfer. The consumer-related factors included the awareness of country of origin of corporate brand, power of corporate brand, intensity of association between corporate brand and country, suitability and unsuitability

of brand image, and intensity of association between industry and country. Taken together, corporate image is likely to be transferred to country image if the subject aware correctly the company's country of origin.

2.4 Perceived Quality

Zeithmal (1988) defines "the perceived quality is consumers' judgment on the overall excellence or superiority of a product." Aaker (1996) defines the perceived quality as "consumers' perception of overall quality or excellence of a specific product or service." According to Zeithmal (1988), the perceived quality has characteristics like 1) objective or different from the actual quality, 2) abstraction instead of concrete attributes of a product, 3) the overall measurement is similar to attitude, and 4) the judgment is usually made in the provoking state. The perceived quality is handled as an important variable deciding consumers' purchase intention or purchase behavior (Szybillo and Jacoby, 1974). A bunch of prior studies has proved that the perceived quality had effected on purchase intention (Zhao et al., 2011; Saleem et al., 2015; Yang et al., 2017).

Ⅲ. Hypotheses

This study examines the effects of Korean

wave and corporate image on the country image and the perceived quality of Korean products. Huang (2011) described that "cultural industries have been closely associated with the nation-branding project. Successful nation-branding burnishes the national image and increases the value of the country's commodity." Exampled that "the Taiwanese consumer culture hungers for diverse Japanese and Korean imports, including mobile phone, electronics, automobiles, cosmetics, clothing and so on." Hanaki et al. (2007) also suggested that a South Korean drama enabled the Japanese viewers "to become familiar with the people, culture, fashions and other aspects of South Korea." Upon the prior studies, the degree of exposure and/or satisfaction of the Korean wave has effected on improving of country image (Han et al., 2011), and the perceived quality and purchase intention of Korean products (Hwang et al., 2008; Kang and Lee, 2016). Han et al. (2011) found that the preference of Korean TV dramas had significant effects on the Korea's country image. Kang and Lee (2016) argues that the satisfaction of Korean wave has significant effects on the purchase intention of Korean products. Therefore, the experience of the Korean wave would have positive effects on the Korea's country image and the perceived quality of Korean products, so that the hypotheses could be set up as follows.

Hypothesis 1: The Korean Wave would have positive effects on the country image of Korea.

Hypothesis 2a, b: The Korean Wave would have positive effects on the perceived quality of Korean products (a. cosmetics, b. home appliances).

According to prior studies, the country-of-origin effect is linked to country reputation when consumer evaluates a specific product from a foreign country. It affected stronger when other product information is lacking. Further, country reputation positively effects to consumer's evaluation beyond specific product categories (Parameswaran and Pisharodi, 1994). Scholars insisted on the interlinkage between overall corporate reputations and the country-of-origin effect (ex, Roth and Romeo, 1992; Anholt, 2002). Gotsi et al. (2011) suggested propositions that the corporate image could be transferred into the country image in accordance with the accurate awareness of the country origin of brand, the power of corporate brand, and the intensity of association between corporate brand and country, etc. Ham and Jun (2008) explored the salient company names possibly acted as an informational cue forming of country image. An empirical test by Kang and Yang (2010) and focus group discussions by Gupta (2010) also suggested having interlinkage between country image and corporate image of the country. Suh et al. (2016), and Lee (2007) published a study result that the corporate image has effects on purchase intention and the evaluation of Korean products respectively. Therefore, the

hypotheses could be set up as follows.

Hypothesis 3: The Korean corporate image would have positively effects on the country image of Korea.

Hypothesis 4a, b: The Korean corporate image would have positively effects on the perceived quality of Korean products (a. cosmetics, b. home appliances).

The prior studies have revealed that the country of origin has effects on consumers' perception of quality (e.g., Kaynak and Cavusgil, 1983; Pappu et al., 2006). Han (1990) found that country image in consumer's choice behavior played significant role in product attribute ratings. In the perspective of product-country image, the country image considered as the consumers' overall perception of a specific country's product (Roth and Romeo, 1992), the consumers could have favorably perceived the product from a country with the strong association in the brand/product category. Thus,

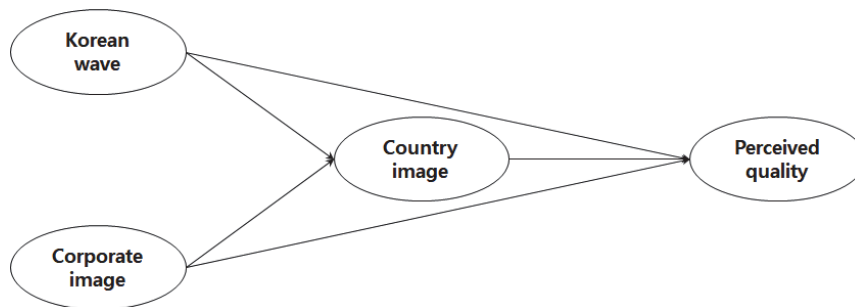the research hypotheses could be set up as follows.

Hypothesis 5a, b: The country image of Korea would have positively effects on the perceived quality of Korean products (a. cosmetics, b. home appliances).

Based on the aforementioned literature and hypotheses, ⟨Figure 1⟩ illustrates the conceptual research model for the relationships between Korean wave, corporate image and country image, perceived quality.

Ⅳ. Methods

The respondents to study were 1,106 Chinese people consisting 543 of men and 563 of women, who responded to the online survey from coastal and inland areas of China. Out of the total survey respondents, the authors classified three groups; these are ① the respondents who

⟨Figure 1⟩ The Conceptual Research Model

answered correctly of the question, 'which country of origin is the SAMSUNG?' (1,011 people, 93.5%), ② the respondents who had experience in using SAMSUNG branded goods (963 people, 87.1%), and ③ the respondents who had experience in watching Korean dramas for one or more episodes a week within recent 1 year (945 people, 85.4%). This study was performed analysis by using 769 respondents (382 men, 387 women), that are intersection portion(①∩②∩③) satisfying with the above-mentioned three conditions.

In order to verify the research hypotheses, this study operationalize Korean wave as an overall perception toward Korean wave, which consumers might be formed from experience; the measure for the perception toward Korean wave is adapted from Hwang and Cho (2008), and questionnaires to measure perception. The country image is regarded as the consumers' mental images to a country; the measure for country image is taken from Yang et al. (2008)'s emotional appeal to country. The corporate image is regarded as the perception, image, or impression toward a company which is formed from experience, impression, belief, and knowledge; the measures are taken from Yu and Fang (2009), Jamal and Al-Marri (2007). And, the perceived quality is regarded as consumers' judgment on the overall excellence or superiority of a product; the measure is taken from Laroche et al. (2005), and Pappu et al. (2006).

As research stimuli, we used Korean drama for Korean wave, SAMSUNG electronics for corporate image, and home appliances (as a performance product) and cosmetics (as a personal product) for perceived quality of Korean products. Prior studies on corporate image such as Kang and Yang (2010) and Ham and Jun (2008) has surveyed with providing research participants a list of company from the country. This study measured corporate image with SAMSUNG which is an internationally recognized company to avoid potential confusion. The data was collected by using questionnaire which was composed of 5 research variables, and questions about the demographic characteristics like sex, occupation, and age. This study has importance to figure out whether the respondents have accuracy of the country of brand origin (Paswan and Sharma, 2004; Gotsi et al., 2011), and experience of the SAMSUNG brand product and Korean wave. Therefore, we added questions about the country of brand origin, experience in the company's products, as well as the degree of Korean wave experience. To minimize any potential common methods variance (CMV) effects, the survey instrument included questions about companies and countries other than the target ones but in the same category.

The questionnaires were developed multi-item scale. The measurement items were composed based on the 7 point-Likert scale such as ① do not agree at all - ⑦ very much agree. After writing the questionnaire in Korean first, it was translated into Chinese. And, it was translated

into Korean again in order to maintain the construct equivalence of composition concept through the double-blind translation.

The empirical analysis executed by using SPSS 24.0 and AMOS 24.0 version of statistical software. To check the demographic characteristics of respondents, the frequency analysis was conducted. The reliability was verified through the Cronbach's α coefficient. To secure the validity of each factor, the exploratory factor analysis (EFA) was performed to see the factor loading value. And, to draw the measurement model in each research unit regarding the measurement items that have gone through the reliability analysis, the confirmatory factor analysis (CFA) was conducted. Through the covariance structural equation modelling (SEM), the goodness-of-fit of the research model and the research hypotheses were verified.

V. Results

5.1 Validity and Reliability Test

To verify the validity of measurement items, the EFA was performed. The principal component analysis with varimax rotation is leading to five factors each with eigenvalues greater than 1, explaining 84.28% of the data variance. The results of verifying the reliability of the extracted composition concept through the Cronbach's α

in ⟨Table 1⟩ was higher than the standard value as 0.7, and the reliability by the internal consistency was all recognized (Nunnally, 1978).

The CFA was conducted to evaluate the validity of the composition concept verified by EFA. To examine the conformity between composition concept and measurement variables, the convergent validity and the discriminant validity were verified. As the degree of correlations between a single composition concept and two or more measurement tools, the convergent validity was evaluated based on the size of standardization factor loading, construct reliability (CR), and average variance extracted (AVE). As shown in ⟨Table 1⟩, the results were all 0.0000 when the significance level (p) was lower than the standard as 0.05, so that there were no problems with CR value and significance level (p). As the standardized factor loading was all 0.7 or more, it was statistically significant. And the construct reliability and average variance extracted were the standard 0.7 and 0.5 or more respectively, which verified the reliability between measurement variables.

The discriminant validity was tested in order to verify whether correlations between measurement values obtained when measuring different concepts to each other, and the fact that the measurement results of different composition concepts should be clearly different. Following the method suggested by Cohen and Cohen (1975), the square of correlation between two factors was compared with each AVE to see if both AVE

would be bigger than the square of correlation. If both AVE is bigger than the square of correlation, there is the discriminant validity. Out of the correlation between latent variables, the coefficient of determination of the biggest (corporate image and perceived quality - home appliances) is 0.6368 (0.798 x 0.798). As the AVE of each latent variable was bigger than the coefficient of determination of each latent variable (refer 〈Table 2〉), the discriminant validity was secured. The AVE (0.567) of country image was smaller than the coefficient of determination (0.6368), the discriminant validity was partially secured (Chin et al., 2003).

We evaluated model fit. All the goodness-of-fit indexes shown in the results of confirmatory factor analysis like χ^2, df, p, GFI (goodness of fit index), AGFI (adjusted goodness-of-fit index), NFI (normed fit index), RMSEA (root mean square error of approximation) were

〈Table 1〉 Results of confirmatory factor analysis

Construct		Measurement item	Standardized factor loadings	p	Cronbach's α	CR	AVE
Korean wave		DR1: Consistent quality	.880	–	.954	.914	.680
		DR2: Excellent contents	.912	***			
		DR3: Setting trends	.861	***			
		DR4: Positive feeling	.887	***			
		DR5: Reliable	.902	***			
Corporate image		CoI1: Good memory	.878	–	.962	.943	.733
		CoI2: Impressed quality	.917	***			
		CoI3: Good impression	.905	***			
		CoI4: Satisfied	.916	***			
		CoI5: Excellent	.891	***			
		CoI6: Recommend	.883	***			
Country image		CI1: Generally like	.874	–	.897	.797	.567
		CI2: Generally admire	.882	***			
		CI3: Generally respect	.837	***			
Perceived quality	Home appliances	HA1: Reliable	.904	–	.942	.927	.718
		HA2: Durable	.899	***			
		HA3: Workmanship	.884	***			
		HA4: Good quality	.895	***			
		HA5: Like	.822	***			
	Cosmetics	COS1: Reliable	.917	–	.959	.940	.757
		COS2: Durable	.874	***			
		COS3: Workmanship	.935	***			
		COS4: Good quality	.910	***			
		COS5: Like	.887	***			

1) Model fit: χ^2 = 543.833, p=. 000, χ^2/df=2.495, GFI=. 944, AGFI=.924, NFI=.975, RMSEA=.044
2) *** p〈0.001

<Table 2> Results of discriminant validity test

		Korean wave	Corporate image	Perceived quality (COS)	Perceived quality(HA)	Country image
Korean wave		**.680**				
Corporate image		.668	**.733**			
Perceived quality	COS	.736	.641	**.757**		
	HA	.738	.798	.768	**.718**	
Country image		.717	.625	.629	.685	**.567**

verified as having no problems (Browne and Cudeck, 1993; Hu and Bentler, 1999).

5.2 Verification of Research Hypotheses

In order to judge the goodness-of-fit of the research model such values of χ^2, GFI, CFI, NFI, RMSEA were verified. In the results of analyzing the whole structural model, the value of χ^2 was 631.252 ($p=.000$), and the Q value was 2.882, which was less than the standard (3.0). Thus, the goodness-of-fit of the research model was verified as satisfactory. As shown in 〈Table 3〉, indexes judging the goodness-of-fit of the model, GFI, AGFI, and NFI were all 0.9 or more, which was close to 1 that is the optimum model. And, 0.050 of RMSEA was verified as the optimum research model.

The covariance structural equation model analysis (SEM) was used to verify the research hypotheses. As shown in 〈Table 3〉, the Korean wave (drama) had positive effects on the country

<Table 3> Path coefficients for hypotheses resulted in SEM

Hypothesized Path	Standardized coefficients	t	Result for hypothesis	R^2
H1: Korean wave → Country image	.543	12.718***	Supported	.554
H3: Corporate image → Country image	.263	6.550***	Supported	
H2a: Korean wave → Perceived quality (cosmetics)	.486	10.849***	Supported	.607
H4a: Corporate image → Perceived quality (cosmetics)	.237	6.444***	Supported	
H5a: Country image → Perceived quality (cosmetics)	.141	3.356***	Supported	
H2b: Korean wave → Perceived quality (HA)	.294	7.780***	Supported	.741
H4b: Corporate image → Perceived quality(HA)	.503	14.399***	Supported	
H5b: Country image → Perceived quality (HA)	.167	4.577***	Supported	

1) Model fit: $\chi^2=631.252(p=.000)$, χ^2/df (Q) =2.882, GFI=.936, AGFI=.913, NFI=.971, RMSEA=.050
2) *** $p < 0.001$
3) HA = Home appliances

image, perceived quality of cosmetics and home appliances. Therefore, the hypothesis 1 and 2a, b were supported. As the corporate image had positive effects on the country image, perceived quality of cosmetics and home appliances, the hypothesis 3 and 4a,b were supported. As the country image mediated the relations between Korean wave, corporate image and perceived quality, the research hypothesis 5 a, b were also supported.

Mediation exists if the coefficient of the direct path between the independent variables and the dependent variables when the indirect path via the mediator is introduced the model. This study needs to verify the mediating effects of country image on the relations between exogenous variables like Korean wave, corporate image and endogenous variables like perceived quality of cosmetics and home appliances. There are several method to verify mediating effects such as Holmbeck's approach, and Hoyle & Smith's approach. Verification of indirect effect is assessed using either the Sobel test or Bootstrapping. This study applied Hoyle & Smith's approach; the direct path is measured without the mediator

in step 1 as ⟨Table 3⟩, and is measured with the mediator in step 2 as ⟨Table 4⟩. And, the statistical significance of indirect effect was verified by using the Bootstrapping method because the indirect effect needs to be significant in SEM (Zhao et al., 2010). The results of verification were significant on the mediating effects of country image, as shown in ⟨Table 4⟩.

Ⅵ. Discussions

This study empirically analyzed the effects of Korean wave and corporate image on the country image, and also the impacts on the perceived quality of products made in Korea. With testing against Chinese consumers, the results of the study shows that the overall perception toward Korean drama, and the image of SAMSUNG significantly influences on the image of Korea, and perceived quality of the Korean products which are performance as well as personal goods. The mediating effects of country image on the relations between

⟨Table 4⟩ The results of mediating effects by Bootstrapping method

Path	Indirect effect	p
Korean wave → Country image → Perceived quality (Cosmetics)	.077	.020
Korean wave → Country image → Perceived quality (HA)	.090	.010
Corporate image → Country image → Perceived quality (Cosmetics)	.037	.020
Corporate image → Country image → Perceived quality (HA)	.044	.010

Note: Indirect effect is standardized indirect effects.

Korean wave, corporate image, and perceived quality of Korean made products were identified as significant in the analysis of Bootstrapping method. As the direct effects of Korean wave and corporate image on the perceived product quality were significantly identical, the country image showed the partial mediating effects on the relations between Korean wave, corporate image, and perceived quality.

The result of the study provides marketers several implications in the aspect of corporate marketing strategies.

Firstly, as consumers seem to utilize the Korean wave, corporate image, and country image as informational cues for the evaluation of perceived quality of products, marketers should apply these factors promoting their products to enter Chinese market. According to the self-image congruence theory, the high congruence is shown when consumers perceive the harmony between product-user image and self-image (Sirgy et al., 1997). Such self-image congruence has effects on the brand preference and purchase intention, and also promotes positive attitude and behavior toward the brand (Ericksen, 1996). Therefore, it is a worthwhile marketing approach for the companies (or products) which have low brand awareness to reinforce consumers' self-consistency or self-esteem by using Korean wave or corporate image. Further it is to demonstrate the importance of corporate image management for international marketing communication strategies. For example, if there is not favorable match between country

image and importance of product category (Roth and Romeo, 1992), it is better emphasis on positive facets of the country's companies – SAMSUNG, with high technology, reliability and up-to-date design and so on – as key features may lead to more positive attitudes for the product.

Secondly, it should consider the degree of impact on the relations between Korean wave, corporate image, country image, and perceived quality. From the results of SEM, the path coefficient ($\beta=0.486$) of Korean wave to perceived quality of cosmetics is bigger than the path coefficient ($\beta=0.237$) of corporate image. On the other hand, the path coefficient ($\beta=0.503$) of corporate image to the perceived quality of home appliances is bigger than the path coefficient ($\beta=0.294$) of Korean wave. This means that performance products (such as home appliances) are matching with corporate image, and the personal products (such as cosmetics) are matching with Korean wave. And, practitioners should take closely consideration which informational cues utilize for marketing in accordance with their product type. For example, K-Pop concerts such as Korea Brands & Entertainment Expo, MAMA, and K-Con which is organized by a government agency or private entities usually have displayed brands or products beside of concert arena. The efficient communication with targeting customers is highly depended on whether displayed brands and/or products are favorably match with, and whether the participating

company's corporate image are not be negatively linked to.

There are also valuable implications for public institutions regarding establishment and management of the country image. First, it is necessary for authorities to utilize diverse factors forming country image like Korean wave and corporate image. However, the results of SEM in this study over China, the path coefficient ($\beta=0.543$) of the Korean wave to country image is bigger than the path coefficient ($\beta=0.263$) of the corporate image to country image. It means that Korean wave is more efficient cues to build country image. Thus, an entity authorized to establish country image should check which informational cue is more relevant to form it before implementation.

Second, as Korean wave and country image has effects on the perceived quality of Korean products and purchase intention (Hwang et al., 2008; Kang and Lee, 2016), a promotional organization might develop a business event for supporting SMEs, which is utilizing informational cues such as Korean wave, corporate image and country image.

Even though this study has contributed to the empirical evidence on the relations between Korean wave, corporate image, and country image, perceived quality, there are several limitations. Firstly, survey area is limited to China, it is bounded to generalize the results. So it is necessary to expand the research country to generalize it. Secondly, it will get more sound empirical evidence with using diversified Korean wave contents and research set-up. For example, stimuli to study Korean wave is diversified to K-Pop, films, and traditional culture on the top of drama. It is also needed to have empirical researches on the other consumption product groups such as fashion and food.

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