

# A Study on the Path to Improving International Students' Satisfaction with Purchasing Korean Cultural and Creative Products

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## Abstract

This paper aims to explore the path to improve international students' satisfaction with the purchase of Korean cultural and creative products. The study starts from product quality, purchase intention, purchase convenience, price perception and other aspects, and proposes a series of hypotheses to understand how each factor directly or indirectly affects the overall satisfaction of international students. By analyzing the consumption behavior of cultural and creative products among Korean international students, it is found that product quality, purchase intention, purchase convenience and price perception have a significant positive impact on overall satisfaction, among which purchase intention plays a mediating role, especially between product quality and satisfaction, and purchase convenience and satisfaction. By improving the product's innovative design, cultural value delivery, optimizing the shopping experience and reasonable pricing, the satisfaction of Korean students with Korean cultural and creative products can be effectively improved.

**Keywords:** Korean cultural and creative products, satisfaction, product quality, purchase intention, purchase convenience, price perception

## 1. Introduction

With the development of globalization, Korean cultural and creative products have received widespread attention and love around the world, especially among international students. As a special consumer group, the purchasing behavior of international students is affected by many factors, including product quality, price perception, purchase convenience, and recognition of price perception. Improving the satisfaction of Korean international students with Korean cultural and creative products will not only help the brand expand in the global market, but also promote cultural exchanges and the enhancement of identity. This paper aims to explore how to improve the satisfaction of international students with Korean cultural and creative products through optimizing product quality, improving the purchase process, and strengthening the willingness to buy, so as to provide theoretical support for the formulation of more precise marketing strategies for Korean cultural and creative products, so as to achieve higher consumer satisfaction and market competitiveness.

## 2. Hypothesis

In consumer behavior research, factors such as product quality, purchase intention, purchase convenience, and price perception are considered to be key variables affecting overall satisfaction. This paper proposes hypotheses to explore how factors interact with each other and affect consumers' overall satisfaction.

Product quality is one of the most important criteria for consumers to evaluate their purchasing decisions. Consumers usually regard the quality of products as a direct reflection of the purchase value. For cultural and creative products, quality includes not only the durability and functionality of the physical object, but also the innovation of the design and the transmission of cultural values [1]. Consumers' perception of product quality directly affects their satisfaction. When consumers believe that the purchased products are of high quality, they usually have a positive emotional response to the purchase experience, thereby improving their overall satisfaction. Therefore, hypothesis H1 proposes that product quality positively affects consumers' overall satisfaction.

Purchase intention refers to the consumer's desire to purchase a product or service and the degree of intention to purchase. It reflects the consumer's interest and expectations for the product. Purchase intention is not only a forward-looking factor that determines whether to purchase, but also has an important impact on consumer

satisfaction [2]. Consumers' purchase intention is usually affected by many factors, including product quality, brand awareness, and marketing promotion. When consumers have a strong purchase intention, they usually have a more positive expectation after purchase, which will translate into higher satisfaction. In addition, a stronger purchase intention also indicates that consumers have a higher sense of identity with the product, which can effectively improve their consumption experience and brand loyalty. Therefore, hypothesis H2 proposes that purchase intention has a positive impact on overall satisfaction.

Purchase convenience refers to the convenience factors encountered by consumers during the purchase process, such as the ease of use of the shopping platform, the diversity of payment methods, and the efficiency of logistics and distribution. Purchase convenience is an important factor in the modern consumer environment. Especially in today's rapidly developing e-commerce, consumers have increasingly higher requirements for the convenience of shopping [3]. Studies have shown that purchase convenience has a direct impact on consumers' overall satisfaction. Consumers usually hope to reduce time costs, operational difficulties, and payment complexity during the purchase process. If the shopping experience is smooth and convenient, then consumer satisfaction will increase. On the contrary, if there are many obstacles and inconveniences in the purchase process, consumer satisfaction will be affected. Based on this, hypothesis H3 proposes that purchase convenience has a positive impact on overall satisfaction.

Purchase intention is not only a direct factor affecting consumer satisfaction, but may also play a mediating role between other factors and satisfaction. According to consumer behavior theory, the improvement of product quality may directly increase consumers' purchase intention, and the increase in purchase intention will help improve consumers' overall satisfaction [4]. Therefore, product quality will first indirectly affect overall satisfaction by increasing purchase intention. After consumers recognize the quality of the product, they may have a stronger desire to buy, and the purchase desire will further affect their evaluation of the product, thereby affecting overall satisfaction. Therefore, hypothesis H4 proposes that purchase intention plays a mediating role between product quality and overall satisfaction.

Purchase intention also plays a mediating role between purchase convenience and overall satisfaction. When purchase convenience improves, consumers' purchase experience will become smoother, thereby increasing their purchase intention[5]. Purchase convenience includes the user experience of the shopping platform, the convenience of payment methods, and the efficiency of logistics and distribution, all of which may affect consumers' purchase intention. When consumers face a more convenient shopping experience, they usually have more interest and impulse in purchasing, and the increase in purchase intention will directly improve their overall satisfaction. Therefore, hypothesis H5 proposes that purchase intention plays a mediating role between purchase convenience and overall satisfaction.

Price perception refers to consumers' subjective evaluation of the price of a product or service, which directly affects consumers' perception of the value of the product[5]. There is a close relationship between price perception and consumer satisfaction. Consumers usually judge the value of a product based on the matching degree between price and product quality. If consumers believe that the price matches the quality of the product, they will usually have a higher level of satisfaction; conversely, if the price is too high and the quality does not match, consumer satisfaction will decrease. With the intensification of market competition, price has become one of the important factors in consumer decision-making. Reasonable pricing can enhance consumers' sense of identity and value of the product, thereby improving overall satisfaction. Price perception plays an important role in consumer satisfaction because it directly affects consumers' purchasing decisions and their expectations and evaluations of the product. Based on this hypothesis, H6 proposes that price perception has a positive impact on overall satisfaction.

### **3. Research Design and Sample**

#### *3.1 Data Collection and Samples*

Table 1 shows the basic characteristics of the sample respondents, including age, gender, education, region, and number of purchases. In terms of age distribution, 38.8% of the respondents were 40 years old and above, which was the highest proportion, followed by 19-29 years old at 30.1% , 30-40 years old at 20.4%, and 18 years old and below at 10.7%. The results show that most respondents were between 19 and 40 years old, which is relatively young.

In terms of gender, female respondents are significantly more than male respondents, accounting for 88.3%, while male respondents account for only 11.7% . The gender difference reflects the higher interest and participation of female groups in Korean cultural and creative products. Most of the respondents are highly educated, with 59.2% of the respondents having a postgraduate degree or above, 32.0% having a bachelor's degree, and 8.7% having a

high school degree or below. This shows that the international students participating in the survey generally have a higher academic background and have a higher understanding and demand for the design and cultural connotation of cultural and creative products.

In terms of the distribution of regions, the respondents are mainly concentrated in Seoul, accounting for 33.0%; followed by Gyeonggi Province, accounting for 19.4%; Chungcheong Province and Gyeongsang Province account for 17.5% and 15.5% respectively. There are fewer respondents in other regions, with Gangwon Province and other regions accounting for 8.7% and 5.8% respectively. This shows that the international student group in Seoul and its surrounding areas is the main source of the survey.

Regarding the purchase frequency, most of the respondents (81.6%) said that they purchased Korean cultural and creative products 1-2 times, indicating that most consumers have a low purchase frequency. Only 16.5% of the respondents said that they purchased 3-5 times, and there were fewer respondents with higher purchase frequencies, reflecting the sporadic nature of purchase behavior and the lack of sustained demand for cultural and creative products.

Table 1. Basic characteristics of sample respondents

name	Options	Frequency	percentage
age	18 years and under	11	10.7%
	19-29 years old	31	30.1%
	30-40 years old	twenty one	20.4%
	40 years and above	40	38.8%
gender	female	91	88.3%
	male	12	11.7%
Education	Graduate students and above	61	59.2%
	undergraduate	33	32.0%
	High school and below	9	8.7%
South Korea County	Seoul	34	33.0%
	Gyeonggi Province	20	19.4%
	Chungcheong Province	18	17.5%
	Gyeongsang Province	16	15.5%
	Gangwon Province	9	8.7%
	Other areas	6	5.8%
Number of purchases	1-2 times	84	81.6%
	3-5 times	17	16.5%
	6-9 times	1	1.0%
	10 times and above	1	1.0%

### 3.2 Exploratory Factor Analysis

In order to establish a scientific model, this study conducted an exploratory analysis of the questionnaire. The first variable consists of three items, CZ 1 to CZ 3, which can be summarized as product quality after considering their commonalities . The second variable consists of five items, covering GT 1 to GT 5, which can be understood as purchase convenience conditions in combination with their commonalities . The third variable includes four items, which is defined as price perception , involving JG 1, JG 2, JG 3 and JG 4. The fourth variable consists of two items, defined as overall satisfaction, including ZM 1 and ZM 2.

Table 2. Exploratory factor rotation matrix

variable	Measured variables	Factor 1	Factor 2	Factor 3	Factor 4
CZ1	Overall quality rating of the product	0.537	0.216	0.203	0.320
CZ2	Durability of the product	0.804	0.226	0.258	0.385
CZ3	Consistency between product design and actual experience	0.803	0.268	0.313	0.305
GT 1	Convenience of purchasing channels	0.294	0.800	0.171	0.346

GT 2	Diversity of payment methods	0.308	0.774	0.332	0.256
GT 3	Speed and punctuality of logistics delivery	0.223	0.825	0.299	0.142
GT 4	Ease of use of purchasing platform	0.297	0.604	0.338	0.350
GT 5	Convenience of return and exchange policy	0.200	0.693	0.024	0.320
JG1	Matching of price and product value	0.228	0.385	0.656	0.153
JG2	Competitive price compared to similar products in the market	0.325	0.377	0.646	0.288
JG3	Price satisfaction of Korean cultural and creative products	0.389	0.205	0.734	0.216
JG4	The influence of price on purchasing decisions	0.380	0.245	0.766	0.291
ZM1	Satisfaction with the purchasing process	0.292	0.357	0.349	0.739
ZM2	Product quality satisfaction	0.281	0.229	0.337	0.687

According to the exploratory factor rotation matrix in Table 2, it can be seen that among the four factors, the first factor (factor 1) is mainly related to product quality, especially in terms of the overall quality, durability and consistency between design and actual experience of the product. The factor loadings of CZ1, CZ2 and CZ3 are relatively high, 0.537, 0.804 and 0.803 respectively, indicating that consumers' evaluation of product quality occupies an important position in factor 1. The second factor (factor 2) mainly involves the purchase experience, such as the convenience of purchase channels, the diversity of payment methods, the speed and punctuality of logistics distribution, etc. GT 1, GT 2 and GT 3 have relatively high loadings in this factor (0.800, 0.774 and 0.825 respectively), showing the importance of convenience and service quality in the purchase experience. The third factor (Factor 3) focuses on price-value matching, such as the matching degree between price and product value, the competitiveness of price relative to similar products in the market, and consumers' price satisfaction with Korean cultural and creative products. The factor loadings of JG1, JG2, and JG3 are high (0.656, 0.646, and 0.734, respectively), indicating that the relationship between price and value is crucial to consumers' perception. The fourth factor (Factor 4) reflects consumers' perception of overall satisfaction, especially satisfaction with the purchase process and product quality. The factor loadings of ZM1 and ZM2 are high (0.739 and 0.687, respectively), indicating that these factors have a greater impact on consumers' overall satisfaction. The four factors cover multiple dimensions such as product quality, purchase experience, price-value matching, and overall satisfaction, revealing the multiple perceptual factors of consumers when evaluating Korean cultural and creative products.

#### 4. Empirical Analysis

##### 4.1 Reliability Test of the Scale

The reliability test results of the questionnaire designed in this paper are shown in Table 3. In order to evaluate the internal consistency of the questionnaire, Cronbach's  $\alpha$  indicator was introduced to conduct consistency reliability analysis. The analysis results show that the Cronbach's  $\alpha$  values of each latent variable have increased significantly, and all exceeded the standard of 0.7, indicating that these latent variables have good reliability. The results show that the reliability of the questionnaire is at a high level.

Table 3. Reliability Test of the Final Scale (N= 103)

	Factor loading	Facet Cronbach 's $\alpha$	Total scale Cronbach 's $\alpha$	CR	AVE	KMO
CZ		0.737	0.967	0.923	0.833	0.761
CZ1	0.808					
CZ2	0.976					
CZ3	0.876					
GT		0.808				
GT1	0.827					
GT2	0.976					
GT 3	0.654					
GT 4	0.7 26					
GT 5	0.7 91					
JG		0.909	0.9 49	0.921	0.8 37	
JG1	0.876					

JG2	0.981						
JG3	0.897						
JG4	0.900						
ZM							
ZM 1	0.927	0.854			0.9 09	0.934	0.860
ZM2	0.852						

#### 4.2 Validity Test

The KMO values of all variables were greater than or equal to 0.7, indicating that the questionnaire data were suitable for factor analysis. The standardized factor loadings of each item in its corresponding latent variable were all higher than 0.5, and the significance level was 0.000, indicating that the questionnaire had excellent convergent validity. The mean difference extraction results between the relevant latent variables are all greater than 0.5, and according to the data in Table 3, the square root of the AVE (average variance extracted) of all variables is greater than their correlation coefficients with other latent variables. The results further verify the outstanding performance of the questionnaire in discriminant validity, indicating that the questionnaire can effectively distinguish different latent variables.

#### 4.3 Correlation Analysis

According to the correlation coefficient matrix in Table 4, all variables show significant positive correlations. The correlation coefficient between product quality (CZ) and purchasing convenience (GT) is 0.801, indicating that there is a strong positive correlation between them; the correlation between product quality and price perception (JG) is 0.761, showing a certain connection; the correlation coefficient between product quality and overall satisfaction (ZM) is 0.805, indicating that product quality has a significant impact on overall satisfaction. The correlation coefficient between purchase convenience and price perception is 0.779, the correlation coefficient between purchase convenience and overall satisfaction is 0.724, and the correlation between price perception and overall satisfaction is the strongest, reaching 0.882, indicating that price perception has a very large positive impact on overall satisfaction.

Table 4. Correlation analysis of research variables

	CZ	GT	JG	ZM
CZ	1			
GT	0.801 **	1		
JG	0.761 **	0.779 **	1	
ZM	0.805 **	0.724 **	0.882 **	1

Note: \* indicates  $p < 0.05$ , \*\* indicates  $p < 0.01$ , \*\*\* indicates  $p < 0.001$  (the same below).

#### 4.4 Structural Equation Analysis

The reliability and validity tests of each variable in this study met the basic requirements. Therefore, in order to empirically analyze the satisfaction of Korean students with the purchase of Korean cultural and creative products, this paper uses AMOS22.0 to construct the first-order factor model M1 and the second-order factor model M2.

##### 1. Test of the first-order factor structure model

The first-order factor model M1 sets up 14 exogenous explicit variables (CZ1, CZ2, CZ3, GT 1, GT 2, GT 3, GT 4, GT 5, JG1, JG2, JG3, JG4, ZM1, ZM2) and 4 latent variables (product quality, purchasing convenience, price perception, and overall satisfaction).

Table 5. Fitting results of the first-order factor structural equation model

index	Reference Standards	Test results
CMIN/DF	1-3 is excellent, 3-5 is good	3.316
RMSEA	<0.05 is excellent, <0.08 is good	0.039
NFI	>0.9 is excellent, >0.8 is good	0.901
RFI	>0.9 is excellent, >0.8 is good	0.960
IFI	>0.9 is excellent, >0.8 is good	0.992

The fitting parameters and results of the first-order factor structural equation model are shown in Table 5. All fitting parameters meet the requirements of model fitness, indicating that the structural equation system has a good fit.

Table 6. Path coefficients of the first-order factor structural equation model

path	Standardized Estimate	Estimate	SE	CR	P
Product quality ---> purchase intention	0.2 32	0.2 32	0.1 23	3.5 92	***
Purchase convenience ---> Purchase intention	0.6 93	0.7 52	0.2 57	3.5 22	***
Product quality ---> overall satisfaction	0.2 87	0.25 8	0.1 36	4.4 12	***
Purchase convenience ---> overall satisfaction	0.2 19	0.3 14	0.2 22	5. 922	***
Purchase intention ---> overall satisfaction	0.6 92	0.7 43	0.1 02	5. 735	***

Table 6 shows the path relationships between the various parameters in the first-order factor structure model. The relationships between the latent variables were significant at the  $P < 0.001$  level.

In the first-order factor structural equation model, the direct effects between product quality , purchase convenience , purchase intention and overall satisfaction are shown in Table 7. Combining the results of Tables 6 and 7, it can be concluded that there is a strong correlation between product quality , purchase convenience , purchase intention and overall satisfaction.

Table 7. Effect values of the first-order factor structural equation model

path	Estimate	Lower	Upper	Direct Effect
Product quality ---> purchase intention	0.2 38	0.1 81	0.7 26	0.2 38
Purchase convenience ---> Purchase intention	0.6 19	0.1 91	2.9 72	0.6 19
Product quality ---> overall satisfaction	0.2 33	0.4 82	0.7 95	0.2 33
Purchase convenience ---> overall satisfaction	0.2 82	0.3 60	2.6 43	0.2 82
Purchase intention ---> overall satisfaction	0.6 34	0.2 22	1.3 97	0.6 34

Table 7 lists the effect sizes in the first-order factor structural equation model. The direct effect of product quality on purchase intention is 0.238 , and the direct effect of purchase convenience on purchase intention is stronger at 0.619 . The direct effects of product quality and purchase convenience on overall satisfaction are 0.233 and 0.282 respectively , while the direct effect of purchase intention on overall satisfaction is 0.634. The values indicate that there is a significant direct effect between the variables .

Table 8. Mediation effect values of the first-order factor structural equation model

path	Direct Effect	Mediating Effect	Total Effect
Product quality ---> purchase intention ---> Overall Satisfaction	0.2 83	0.1 67	0.501
Purchase convenience ---> Purchase intention ---> Overall satisfaction	0.2 54	0.338	0.759

Table 8 shows that the direct effect of product quality on overall satisfaction is 0.283 , the mediating effect through purchase intention is 0.167 , and the total effect is 0.501 . The direct effect of purchase convenience on overall satisfaction is 0.254 , and its mediating effect through purchase intention is 0.338 , and the final total effect reaches 0.759 . It shows that the influence of purchase convenience conditions on overall satisfaction is more significant, and both paths show the existence of mediation effects.

## 2. Test of the Second-Order Factor Theory Model

The second-order factor model M1 sets 14 exogenous explicit variables (the same as M1) and 2 latent variables ( price perception and overall satisfaction ). The second-order confirmatory factor analysis is based on the direct effect analysis of the first-order latent factors on the second-order latent factors, also known as high-order confirmatory factor analysis. In this study, purchase intention is regarded as a second-order factor, and its corresponding first-order factors include product quality and purchase convenience . The relevant parameters were

estimated using AMOS 22.0 software. The fit index of the second-order factor theory model and the path coefficients of the facets such as price perception and purchase intention are shown in Table 9. All fit indicators reached an ideal level.

Table 9. Fitting results of the second-order factor structural equation model

index	Reference Standards	Test results
CMIN/DF	1-3 is excellent, 3-5 is good	3.101
RMSEA	<0.05 is excellent, <0.08 is good	0.033
NFI	>0.9 is excellent, >0.8 is good	0.918
RFI	>0.9 is excellent, >0.8 is good	0.904
IFI	>0.9 is excellent, >0.8 is good	0.923

Table 10 shows the mediating effect values in the first-order factor structural equation model. The direct effect of price perception on overall satisfaction is 0.401, the mediating effect through product quality is 0.662, and the final total effect is 0.913. This shows that the impact of price perception on overall satisfaction is mainly mediated by product quality.

Table 10. The mediation effect value of the second-order factor structural equation model

path	Direct Effect	Mediating Effect	Total Effect
Price perception ---> product quality ---> overall satisfaction	0.401	0.662	0.913

Table 11. Estimation and test values of each dimension variable in the second-order factor structural equation model

	Estimate	SE	CR	P
Price perception ---> purchase intention	0.832	0.084	9.663	***
Purchase intention ---> overall satisfaction	0.636	0.192	3.803	***
Price perception ---> product quality	1			
Price perception ---> purchase convenience	0.726	0.079	8.891	***
Price perception ---> overall satisfaction	0.345	0.187	2.413	0.021
Product quality ---> CZ 3	0.871	0.088	13.983	***
Product quality ---> CZ 2	0.998	0.071	13.662	***
Product quality ---> CZ 1	1			
Purchase convenience conditions ---> GT 3	0.887	0.233	6.991	***
Purchase convenience conditions ---> GT 2	1.123	0.21	8.776	***
Purchase convenience conditions ---> GT 1	1			
Purchase convenience conditions ---> GT 4	1.121	0.183	8.391	***
Purchase convenience conditions ---> GT 5	1.331	0.132	7.833	***
Purchase intention ---> GY 4	1.187	0.115	12.574	***
Purchase intention ---> GY 3	1.221	0.121	12.821	***
Purchase intention ---> GY 2	1.136	0.131	11.442	***
Purchase intention ---> GY 1	1			
Overall satisfaction ---> ZM 1	1			
Overall satisfaction ---> ZM 2	1.972	0.055	16.823	***

According to the results of the second-order factor structural equation model in Table 11, price perception has a significant impact on purchase intention, product quality, purchase convenience and overall satisfaction, among which price perception has the strongest impact on purchase intention (estimated value is 0.832, CR is 9.663, and significance is \*\*\*). The effect of purchase intention on overall satisfaction is also significant (estimated value is 0.636, CR is 3.803, and significance is \*\*\*). The variables of product quality, purchase convenience and purchase intention also show significant influences among each other, especially the variables in product quality and purchase convenience, such as CZ2 (estimated value is 0.998, CR is 13.662) and GT2 (estimated value is 1.123, CR is 8.776), which show strong significance. In addition, the relationship between overall satisfaction and ZM1

and ZM2 is also significant, among which the estimated value of ZM2 is 1.972, the CR is 16.823, and the significance is \*\*\*.

#### 4.5 Discussion of Empirical Results

Table 12 summarizes the hypothesis verification results based on the first-order factor structural equation model. All hypotheses were supported, with H1 indicating that product quality has a positive impact on overall satisfaction, and H2 and H3 indicating that purchase intention and purchase convenience also have a positive impact on overall satisfaction. The results of H4 and H5 show that purchase intention plays a mediating role between product quality and overall satisfaction, and between purchase convenience and overall satisfaction.

Table 12. Hypothesis verification results based on the first-order factor structural equation model

Assumptions	content	in conclusion
H1	Product quality has a positive impact on overall satisfaction	pass
H2	Purchase intention has a positive impact on overall satisfaction	pass
H3	Purchase convenience has a positive impact on overall satisfaction	pass
H4	Purchase intention plays a mediating role in the relationship between product quality and overall satisfaction	pass
H5	Purchase intention plays a mediating role in the relationship between purchase convenience and overall satisfaction	pass

Table 13 summarizes the hypothesis verification results based on the second-order factor structural equation model. The H6 hypothesis was verified. The results show that price perception has a positive impact on overall satisfaction, emphasizing the importance of price perception in improving overall satisfaction.

Table 13. Hypothesis verification results based on the second-order factor structural equation model

Assumptions	content	in conclusion
H6	Price perception has a positive impact on overall satisfaction	pass

## 5. Research Implications

According to the research results in Table 12 and Table 13, there are many ways to improve the satisfaction of international students with Korean cultural and creative products. First, product quality is a key factor affecting overall satisfaction (H1). Therefore, brands should ensure the stability and high level of product quality, use high-quality materials and exquisite craftsmanship to enhance the trust and purchase willingness of international students. At the same time, product design should combine practicality and innovation to meet the diverse needs of international students and improve their satisfaction. Second, purchase intention and purchase convenience also have a positive impact on overall satisfaction (H2, H3). Therefore, Korean cultural and creative brands should optimize purchase channels, provide convenient online platforms and diversified payment methods, and ensure that international students feel convenient and happy during the purchase process. In particular, by simplifying the payment process and improving the timeliness of logistics and distribution, their purchasing experience can be further improved. Third, purchase intention plays an important mediating role between product quality and overall satisfaction and between purchase convenience and overall satisfaction (H4, H5), indicating that products should stimulate the purchase motivation of international students, such as through attractive promotions, personalized recommendations, etc., to improve their purchase intention, thereby promoting their satisfaction. Finally, price perception has a significant impact on overall satisfaction (H6). Therefore, brands need to formulate reasonable pricing strategies to ensure that products are competitive and match the quality. At the same time, they can enhance international students' sense of price recognition and further improve their satisfaction through special offers and discount activities.

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