A Study on the Analysis of Cause and Effect Relationship between Korea Image Attributes and Korea Image Making in Uzbekistan

우즈베키스탄에서의 한국 이미지 속성과 한국 이미지 메이킹의 인과관계 분석

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Contents

ABSTRACT

The essential purpose of this study is to exemplify empirically some relations of between Korea image attributes and Korea image making in Uzbekistan. This study is for providing basically empirical analysis for intensifying Korea's economic capacity based on Korean image in Uzbekistan and for offering any kinds of implications for the entry and management activities of Korean enterprises in world-wide business. This study is organized in two stages. First, the study model is designed by reappraising relevant theories, previous studies and the current investment qualifications concerning the country image attributes and image making. Second, the survey of Uzbekistan people who are living in South Korea is accomplished by collecting questionnaires. SPSS 15.0 for windows is being activated for correlation, reliability, validity and finally the statistical method of structural equation modeling is utilized to testing the hypothesis by AMOS 7.0 for windows. In conclusion partially, Korea image attributes: economic capability, popular culture, national traits and enterprise competence are proved to influence positively to Korea image making: recognition, attractiveness and confidence which is considered generally by Uzbekistan people.

Key Words : Korea Image Attributes, Korea Image Making, Uzbekistan

Ⅰ. Preliminary Remarks

Generally, image can be defined as a kind of subjective forms at present on the brain in respect of a matter which was experienced directly or indirectly.[1] On the basis of totally concept concerning image, it might be practicable that image could be naturally regarded as a shape of social complexities of art, culture and country, etc. which are recognized as aggregative objects(Lee, 2003). Consequently, according to this definition, image can be shown as a collective form with the country, that is the country image.

Therefore, it is mentioned that the country image may be considered as a complicate visualization which is composed of government image, enterprise image, product image and people image, etc.(KIEP, 2010) It could be reasonable that these intricate complexities of country image can be influenced some management performances for increasing sales and creating profits of enterprises that are interested in global markets such as emerging markets as well as matured markets. There have been some remarkable emerging markets around world. This study is planned for focusing one emerging market of Central Asia which is obviously classified as the place of emerging markets. Pursuantly, for the purpose of the higher study efficiency, the territory scope is Uzbekistan among the Central Asian countries. Precisely, this study is written for finding out the relationship of cause and effect from the factors of Korea image to Uzbekistan people's evaluation to Korean image, activating an empirically statistical analysis. Recently, Korean enterprises have been taking aim to this local market in Central Asia like Uzbekistan. It is fact that the level of entry by Korean enterprises are slight and feeble into Central Asia including Uzbekistan due to especially lack of interest and understanding and insufficiency of Korean government support. And Korean enterprises should try to change and diversify the entry market weighted only on China and Middle-East Asian region. It can be therefore, insisted that this study is implemented for Korean enterprise. Because they were unable to know whether Uzbekistan consumers like Korean products generally or not. Obviously it is not sufficient that previous studies or reports concerning entirely awareness by local Uzbekistan people to Korea as the country. Therefore, this study is planned for analyzing what the most significant elements for Korea image attributes are in Uzbekistan. It is important fact that Uzbekistan is the one of the countries with the best

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1) Doosan encyclopedia.

A Study on the Analysis of Cause and Effect Relationship between
Korea Image Attributes and Korea Image Making in Uzbekistan

163

successful possibility to reform free market system on the transit procedure of capitalism economy. The essential purpose is to test empirically some relations of between the Korea image attributes and Korea image making and the assessment of Korea image making. And the explanation of the sample is as follow. It is identified that there are considerable numbers of Uzbekistan people not to plainly disentangle South Korea from North Korean. For dealing successfully with this sampling design problem, the territory scope of sampling should be changed. That is, the Uzbekistan people living and working in Korea are to be the targeted sampling, due to their maintaining the higher logical possibility to be differentiate the two Koreas. The people who have been living in Korea as with the nationality of Uzbekistan have the attitude and tendency easily to tell South Korean from North Korea.

Ⅱ. Precedent Study

Generally, it can be mentioned that there have been some kinds of studies in international management as aiming for country units. Especially, they might be mentioned as the subject of attractiveness of investment in the reflection of global management activities and conditions at these days. Hereafter, theses studies concerning international investment attractiveness have been continuously developing as expanding the scopes of research toward country image totally. More over, the studies for country image-oriented have been making steady progress to find out the factors of image attributes.(World Economic Forum, 2009) Simultaneously, the studies of marketing-related heading for image making have been advancing academically. Unaffectedly, there have been combined studies for country image attributes and image making. Therefore, this paper can be explained one of those studies as stated above. On this chapter, there are two tables, one is for introducing the precedent studies of country image attributes with the independent factors named the Table 1 and the other is for image making-related with the dependent ones called the Table 2. The principally prior researchers on the relation of country image attributes can be regarded as follows: Nagahima(1970), Wang(1978), Hunt and Chung(1985), Peabody(1988), Bojanic(1991), Fakeye and Crompton(1991), Shin(1993), Han(1993), Cho(1995) and Korea Institute of International Economic Policy(2010). At first, there is the study written by Nagashima who

would like to find out what the factors of country image attributes are for international management for Japanese enterprise. This is an initial study for individual Japanese enterprises to discover the optimum investment outlets, activating the variables of country image attributes. He insisted that the country image attributes can mean the utilizing of factors to manage such as products, country characteristics, economic environment, political environment, history and tradition and customs. And Peabody researched the related study adding the variables of culture including experience of overseas trip, applications of media and literature. The academic significance of his study can be said as the arrival of the culture variable for researching country image attributes. Fakeye and Crompton examined it with conjugation of natural environment and infra-structure. They tried to study as utilizing the variable of natural consequence with social overhead capital. Hunt and Chung researched the country image attributes, utilizing these variables of recreational facilities, history/culture, natural scene, kindness of people, lodging facilities, transport, foods, weather and shopping, entertainment. He studied with added variables of culture and tourism-related. The following variables of beautiful structures, natural scenery, foods, currency value, security, language, lodging, transportation, openness and kindness of people were selected to study the country image by Bojanic for constructing general and abstract theory. Fakeye & Crompton studied for country image attributes, activating the these variables of social equality, natural scenery, cultural heritages, lodging/transportation, infra, kindness of people, recreation. The characteristics of his variables could be explained as society, culture and tourism. Echitner & Ritchie researched with use of variables such as economic development, democratization, mass production, autonomy, illiteracy, market freedom, welfare, focusing the aspect of economic index. There are all variables selected by Shin, Han and Cho in the Table 1. Accordingly the main previous studies concerning the country image making might be considered as below: Kotler(1988), Parameswaran(2002) and Lee(2012). Kotler studied to investigate the factors of country image making for efficiency of international marketing mix with application of recognition, attractiveness and reliability as the complexities of country image making. He obviously attempted to classify the factors of variables about image making as recognition, attractiveness and reliability among various ones. He is evaluated to commit and systemize the academic study for image making. Lee introduced the marketing concepts for design research to provide the best assembly of city design on the basis of Korler's study for building up general and abstract theory related, overcoming the

**A Study on the Analysis of Cause and Effect Relationship between
Korea Image Attributes and Korea Image Making in Uzbekistan**

165

case studies in Korean design field. He ventured to make an adjustment the theories of management and marketing to design field academically. The other dependent variables are shown in the reference of the Table 2. As regarded above, therefore this paper is for finding out the relationship of country image attributes and country image making for Korean firms to manage in local Uzbekistan market where Korean enterprises have been attending and concentrating to efficient investment and local management zone, the Central Asia. This study is therefore, implemented as based on three prior researches including those of Nagashima for independent variables and Kotler for dependent ones principally due to maintaining the efficiently logical and documentary. For the gaining of improving academic performances, this study is activated with the empirical methods. These related variables on the paper are entirely shown as the Table 1 of independent variables and the Table 2 of dependent ones.

〈Table 1〉 Main Precedent Studies of Country Image Attributes

| Researchers	Component Variables of Country Image Attributes
Nagashima(1970)	products, country characteristics, environments of economy and politics, history, tradition/customs
Hunt & Chung(1985)	recreational facilities, history/culture, natural scene, kindness of people, lodging facilities, transport, foods, weather, shopping, entertainment
Peabody(1988)	overseas trips, media/literature, diplomacy, people traits
Bojanic(1991)	beautiful structures, natural scenery, foods, currency value, security, language, lodging, transportation, openness and kindness of people
Fakeye & Crompton(1991)	social equality, natural scenery, cultural heritages, lodging/transportation, infra, kindness of people, recreation
Echitner & Ritchie(1993)	economic development, democratization, mass production, autonomy, illiteracy, market freedom, welfare
Shin(1993)	economic development, culture traditions, political stability, diplomacy
Han(1993)	heritages, history/tradition, industrialization, democratization, social security, people diligence, education
Cho(1998)	accessibility, pleasure, lodging, living cost, attractiveness

〈Table 2〉 Main Precedent Studies of Country Image Making

Researchers	Component Variables of Country Image Making
Kotler(1988)	Recognition, Attractiveness, Reliability
Paramswaran(2002)	Attractiveness
Lee(2012)	Recognition, Inducement, Confidence

Ⅲ. Research Design

1. Study Model

As expounded above, this study is for analyzing that what extent some Korea image attributes in Uzbekistan may influence the Korean image making at there. First of all, the factors of Korea image attributes in Uzbekistan as concepts of independent variables should be examined, which can affect the Korea image making that could be influenced to the management performances of Korean enterprises. Accordingly, the relationship of these variables should be appraised and analyzed through an empirical research. The factors of Korea image attributes are divided by 4 things based on Nagashima(1970) and KIEP(2010) mainly. The 4 groups are as follow: group 1: the economic capacity[2], group 2: the popular culture[3], group 3: national traits[4], group[5]4: enterprise competence. Secondly, the factors of Korean image making as concepts of dependent variables are classified by 3 groups based on the study of Porter(1988) and Fishbein and Middlestadt(1995). the 3 groups are recognition, attractiveness and confidence. Therefore, this study has the purpose of analyzing a proposition that these factors of Korean image attributes composed with 4 types might affect Korean image making including 3 concepts for Korean enterprises' coping management plans called the management strategy of host entry mode for local Uzbekistan market chiefly.

Korean Image Attributes	Economic Capacity
	Popular Culture
	National Traits
	Enterprise Competence

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Korean Image Making	Recognition
	Attractiveness
	Confidence
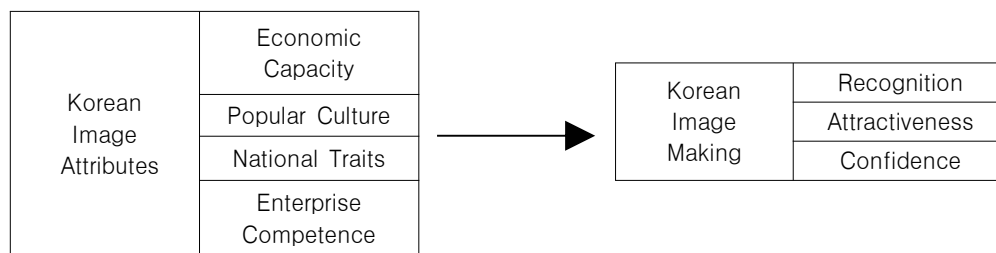
(Figure 1) Hypothesized Relationships among Research Constructs

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2) Korean Economic Powers

3) current situation over the world called Korean wave

4) common characteristics of Korean people

5) management capability of Korean enterprises

A Study on the Analysis of Cause and Effect Relationship between
Korea Image Attributes and Korea Image Making in Uzbekistan

167

2. Alternative Hypotheses and Variables

1) Hypotheses

The alternative hypothesis based on the study model is as follow. This study is for analyzing the cause and effect relationship from Korean Image Attributes to Korean Image Making in Uzbekistan. As mentioned earlier, this study has one hypothesis although the factors of Korean image attributes are divided by four sets which are called economy, popular culture, national traits and enterprises as independent variables, while Korean Image Making is classified by three sets which are mentioned recognition, attractiveness and confidence as dependent variables. Therefore, the alternative hypothesis is simply formed as the follow on this study, combining the conception of all these factors of independent and dependent.

- Korean Image Attributes in Uzbekistan will affect the recognition of Korean image making in Uzbekistan.
- Korean Image Attributes in Uzbekistan will affect the attractiveness of Korean image making in Uzbekistan.
- Korean Image Attributes in Uzbekistan will affect the confidence of Korean image making in Uzbekistan.

2) Variables

(1) Independent variables

The some items of independent variables meaning Korean image attributes are taken commonly from the earlier studies including Kotler as well as Nagashima and KIEP are additionally chosen by the Korean secondary data provided from Korea Trade Investment Promotion Agency which has public confidence in the field of trade and international management. Besides, the sum of items is 18, explaining in detail, they are composed of 4 meaning as externally Korean image attributes in Uzbekistan. These items are calculated by five-point semantic differential scale. They are shown on <Table 3>

<Table 3> Variables of Korean Image Attributes

Concept	Variables	Items
Korean Image Attributes (Very Low: 1, Very High: 5)	Economic Capacity	1. Foreign Direct Investment 2. International Trade 3. Technology Transfer 4. Foreign Resource Development 5. International Production
	Popular Culture	6. Movies·TV Drama 7. Music·Performances 8. Foods 9. Star Entertainers
	National Traits	10. Probity 11. Competence 12. Trust 13. Teamwork and Togetherness
	Enterprise Competence	14. Level of Product Quality 15. Level of Product Price 16. Follow-up Management 17. Distribution and Sales 18. Social Responsibility

(2) Dependent variables

The dependent variables are classified by the three sets. That is, the factors of Korean image making in Uzbekistan which Korean firms would like to develop and reinforce are defined as recognition, attractiveness and confidence. These are the concepts of Korean image making which could influence to the purchasing intents of Uzbekistan consumers. Total 3 items cited mainly from the studies of Kotler and Lee are explained by the documentary research. <Table 4> shows the 2 items.

<Table 4> Variables of Korean Image Making

Variable	Items
Korean Image Making (Very Low: 1, Very High: 5)	19. Recognition 20. Attractiveness 21. Confidence

A Study on the Analysis of Cause and Effect Relationship between
Korea Image Attributes and Korea Image Making in Uzbekistan

169

3. Empirical Analysis

1) Sample and Data Collection

As previously considered, this study is planned for detecting all factors of Korean Image Making influence from Korean Image Attributes which Korean enterprises are finding out to adapt and develop and they are utilizing especially when they manage to enter local Uzbekistan markets thru foreign direct investment and for analyzing an extent that how these factors have been affecting to Korean enterprises' management in Uzbekistan. Therefore, the restriction of sampling and collecting data on this study was originally supposed to the consumers living directly in local Uzbekistan. But there was a big sized logical problem to analyse the empirical research, which is that there are so many Uzbekistan people who cannot clearly distinguish South Korea from North Korean. To overcome this seriously academically critical problem, the territory scope of sampling should be changed to the Uzbekistan people visiting and staying in Korea. It is verified that they could make a distintion between South Korea and North Korea. For convenience of this study, 150 Uzbekistan people especially living around Ansan city in Kyunggi province are sampled for this empirical study. The period of collecting questionnaires is from Oct. 1 in 2012 to Mar. 31 in 2013 with the program as arranged. The main ways of collecting questionnaires is site visit as well as e-mail accounts which is regarded as the most appropriate for increasing the efficiency of this study

2) Processing

As has been mentioned earlier, all questions are given in the form of 5 point scales to ensure maximal respondent specificity. To extract the dimensions of Korean Image Attributes and assessment of Korean image making noted previously, this study applies the confirmatory factor analysis to the full construct scale while the resulting factors are derived from the principle components analysis and then the calculated factors are determined by the several examining values of chi-square; p-value as absolute fit measure; ground fix index; re-multiplied mean remain; amended ground fix index and normal fix index as incremental fix measure. Generally what the standard statistics of the fitness of validity is considered in high levels is over 0.05 of P-value based on chi-Square, over 0.90 of GFI, under 0.05 of RMR, over 0.90 of AGFI and NFI. The

items with poor substantial cross-factor loadings are eliminated. To assess the construction of reliability and validity of this study's scale, all item measures are tested and refined utilizing the tests of Cronbach's alpha and confirmatory factor analysis and then the path analysis as well as multiple regression one is implemented in SPSS 15.0 for window version with AMOS 7.0 for windows.

Ⅳ. Results

1. Collecting

<Table 5> shows the collected questionnaires. Among total 150 samples, 123 units are collected thru site visit of researchers and 27 are being gained from e-mail accounts. Entirely collecting percent is recorded as 80%. 15 samples among 27 from e-mail are from local Uzbekistan people living in the country.

〈Table 5〉 Status of Samples

Population	Units	Collecting Percent	Questionnaires received		Analyzed Samples
186	150	80	Local Uzbekistan	Korea	150
			27	123	

And <Table 6> indicates the categories of questionnaires, Uzbekistan people. The items are as follow: manufacturing, service, and students.

〈Table 6〉 Types of Business from Samples

Category	Frequency	Percent
manufacturing	120	80
service	12	8
students	10	6.6
others	8	5.4
Total	150	100

**A Study on the Analysis of Cause and Effect Relationship between
Korea Image Attributes and Korea Image Making in Uzbekistan**

171

2. Reliability

1) Korea Image Attributes

The result of reliability analysis to variables of Korea Image Attributes affecting to Uzbekistan people is mentioned in <Table 7> below. All variables are proved to have the values of Cronbach's alpha which are more than 0.600 due to the reliability coefficients with 5 items as 0.654 of economy, with 4 items as 0.680 as popular culture, with 4 items as 0.676 of national traits and finally with 5 items as 0.712 of enterprises.

〈Table 7〉 Reliability Analysis of Korean Image Attributes

Variables		Items	Coefficient Alpha
Korea Image Attributes	Economic Capacity	1. Foreign Direct Investment 2. International Trade 3. Technology Transfer 4. Foreign Resource Development 5. International Production	.654
	Popular Culture	6. Movies · TV Drama 7. Music · Performances 8. Foods 9. Star Entertainers	.680
	National Traits	10. Probity 11. Competence 12. Trust 13. Teamwork and Togetherness	.676
	Enterprise Competence	14. Level of Product Quality 15. Level of Product Price 16. Follow-up Management 17. Distribution and Sales 18. Social Responsibility	.712

2) Korea Image Making

The result of reliability analysis to variables of Korea Image Making is introduced in <Table 8> below. All two items are verified to get over 0.600 of Cronbach's alpha value based on the reliability of coefficients as the recording of 0.736.

〈Table 8〉 Reliability Analysis of Korea Image Making

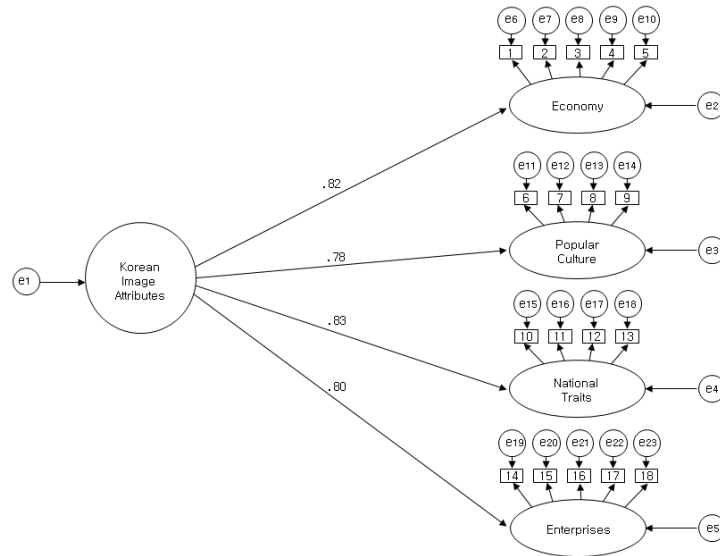| Variables	Items	Coefficient Alpha
Korea Image Making	19. Recognition 20. Attractiveness 21. Confidence	.736

3. Validity

The validity test of all the variables passed thru the reliability tests is operated using the principal component analysis. Factors with Eigen value of more than 1.0 are computed from the validity test.

1) Factor Analysis to Korean Image Attributes

The result of confirmatory factor analysis to the variables of Korea image attributes is explained in <Table 9>. The component loadage of each item is recorded as over 0.5 and it maintains the range of the path coefficients calculated which is from 0.78 to 0.82. As is known, values more than 0.5 of path coefficients in the analysis of factor in structural equation modeling are recognized as Eigen values over 0.1 in factor analysis of regression analysis, which mean a very high leveled fitness, while there can be five factors with the same as original research design resulted from the validity test. Each factor is composed of several items in the reference of <Table 3>. All independent variables are passed successfully on the validity test. That is the similarity as the result of the original variables planned on the study model introduced on the Chapter III above. Explaining at every particular, the significant values of the 4 latent variables which imply macro-economy, private, industry and FDI are recorded as follows: x^2=7.221, P=.754, Q=2.819, GFI=.962 AGFI=.951, NFI=.934 and RMR=.025.[6] Therefore, finally the calculated values explained above can be mentioned to be testified as containing validity.

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6) If the values of GFI, AGFI, NFI are .9, they are Excellent as level of acceptance or fit index, and if the value of RMR is over .05, Excellent as level of acceptance or fit index.
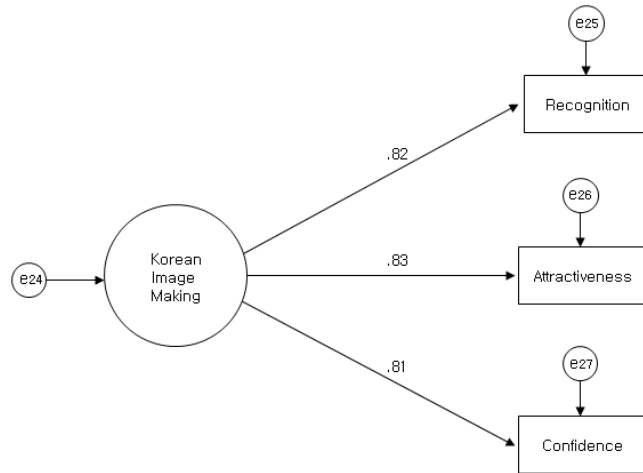
**A Study on the Analysis of Cause and Effect Relationship between
Korea Image Attributes and Korea Image Making in Uzbekistan**

173

<Table 9> Factor Analysis of Korean Image Attributes

x^2	P	Q	GFI	AGFI	NFI	RMR
7.221	.754	2.819	.962	.951	.934	.025

Note) 1. Foreign Direct Investment 2. International Trade 3. Technology Transfer 4. Foreign Resource Development 5. International Production 6. Movies · TV Drama 7. Music · Performances 8. Foods 9. Star Entertainers 10. Probity 11. Competence 12. Trust 13. Teamwork and Togetherness 14. Level of Product Quality 15. Level of Product Price 16. Follow-up Management 17. Distribution and Sales 18. Social Responsibility

2) Factor Analysis to Korean Image Making

The result of factor analysis to the variables of attractiveness assessment of positive and negative is indicated in <Table 10>. The component loadage of each item is recorded as over 0.5 with the scope of the path coefficients estimated which is 0.82 of recognition, 0.83 of attractiveness and 0.81 of confidence. Therefore, there can be said that three factors resulted from the validity test are the same as the original research design. In detail speaking, other values are as follows: 0.959 of GFI, 0.942 of AGFI, 0.930 of NFI, 0.024 of RMR and 7.410 of Chi-square. These can be mentioned to be the similarity as the Eigen value is over 0.1 which has the standard leveled fitness. There are three factors, signifying as the unobserved variables: recognition, attractiveness and confidence proved as containing validity with fit index. Each factor is organized of several items in the reference of <Table 3>.

<Table 10> Factor Analysis of Korean Image Making

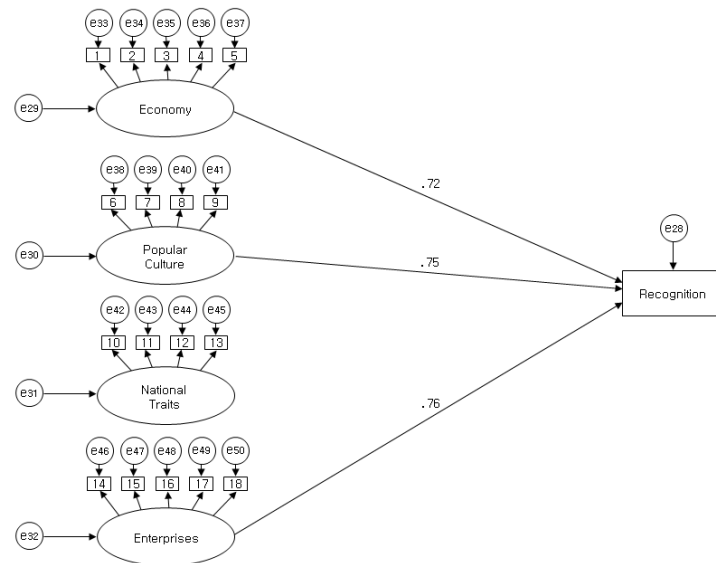| x^2	P	Q	GFI	AGFI	NFI	RMR
7.410	.732	2.744	.959	.942	.930	.024

4. Hypotheses Testing

1) Structural Equation Modeling to Korean Image Attributes of Recognition

Firstly, <Table 11> suggests the statistical result as follow. The empirical result of the first observed variable called recognition is proved that except national traits there are unobserved variables of economy, popular culture and enterprises originated from Korean image attributes in Uzbekistan which are measured as the statistically significant effect with over 0.70 of the path coefficient value(β) all together. But national traits is not calculated as statistically significant effect due to less than 0.70 of the path coefficient value(β).

That is, the first observed variable of recognition as Korean image making in local Uzbekistan is significantly in statistics related to at least 3 independent factors called economic capacity, popular culture and enterprise competence. These three types of Korea image attributes may influence Uzbekistan people positively to feel that Korea has recognition as one of Korea image making. Namely, Korean corporations as well as Korean government hoping maximizing sales/profits in the local Uzbekistan may as well utilize these Korean image like recognition. In addition, it is proved that there is one variable of Korea national traits that cannot affect to build

A Study on the Analysis of Cause and Effect Relationship between Korea Image Attributes and Korea Image Making in Uzbekistan

175

any positive Korean image making as recognition in Uzbekistan. Therefore, Korean government may need to illuminate and guide Korean people to grow up any national characters: probity, competence, trust and teamwork/togetherness.

〈Table 11〉 Structural Equation Modeling to Korean Image Attributes of Recognition

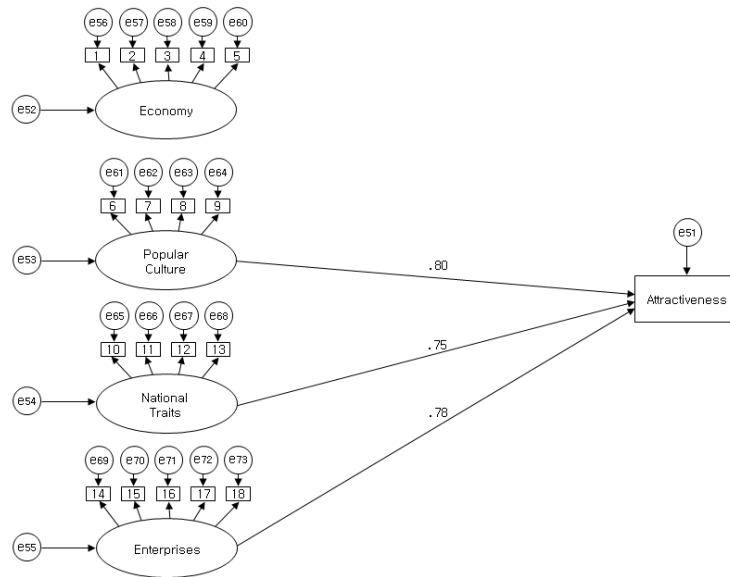| x^2	P	Q	GFI	AGFI	NFI	RMR
7.229	.743	2.883	.947	.935	.927	.025

Note) 1. Foreign Direct Investment 2. International Trade 3. Technology Transfer 4. Foreign Resource Development 5. International Production 6. Movies·TV Drama 7. Music·Performances 8. Foods 9. Star Entertainers 10. Probity 11. Competence 12. Trust 13. Teamwork and Togetherness 14. Level of Product Quality 15. Level of Product Price 16. Follow-up Management 17. Distribution and Sales 18. Social Responsibility

2) Structural Equation Modeling to Korean Image Attributes of Attractiveness

Secondly, <Table 12> introduces the one of statistical results for Structural Equation Modeling. It is resolved by the path analysis that the actual relationship between the 4 factors representing Korea image attributes with economic capacity, popular culture, national traits and enterprise competence as independent variables in local Uzbekistan. And the second factor named to attractiveness as a dependent variable which means one of Korean image making. As shown in <Table 12>, the empirical result of the concept of attractiveness is calculated as the following. Among 4 latent variables, popular culture, national traits and enterprise competence of 3 variables

are certified in the statistically significant effect, showing the values of path coefficient(β) with 0.75 and 0.88. It is testified that there is no independent variable that is measured in the statistically significant effect on the ground of value of path coefficient value(β) recorded as below 0.5. But the variable of economy is testified not to influence to construct attractiveness of Korea image making positively empirically. That is, the second observed variable of attractiveness is significantly related to the 3 independent factors called the popular culture, national traits and enterprise competence except economic capability. Based on this statistical analysis, it is proved that attractiveness of Korean image making in Uzbekistan have been performing a role to increase sales and profit of Korean enterprises' management in Uzbekistan market. Namely, Korean enterprises wishing accomplishing the management goals in Uzbekistan have been being affected by the attractiveness originated from the Korean image attributes: popular culture, national traits and enterprises in the local Uzbekistan.

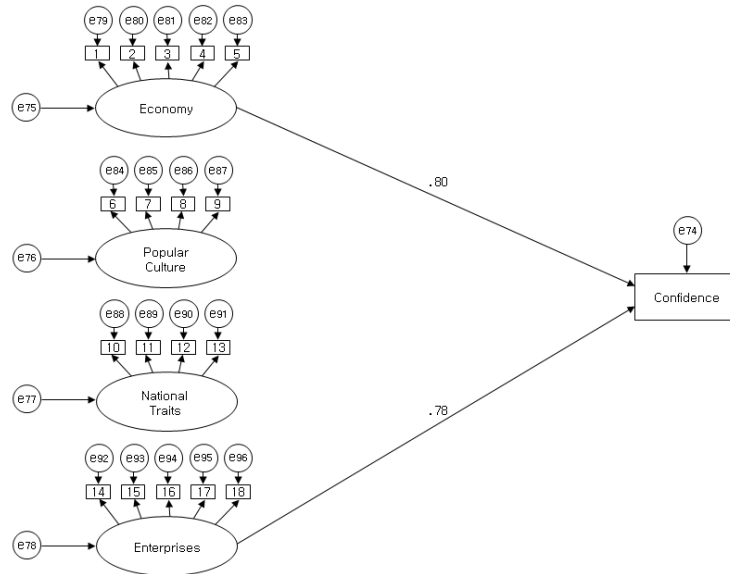〈Table 12〉 Structural Equation Modeling to Korean Image Attributes of Attractiveness

x^2	P	Q	GFI	AGFI	NFI	RMR
7.492	.802	3.017	.952	.940	.931	.023

Note) 1. Foreign Direct Investment 2. International Trade 3. Technology Transfer 4. Foreign Resource Development 5. International Production 6. Movies·TV Drama 7. Music·Performances 8. Foods 9. Star Entertainers 10. Probity 11. Competence 12. Trust 13. Teamwork and Togetherness 14. Level of Product Quality 15. Level of Product Price 16. Follow-up Management 17. Distribution and Sales 18. Social Responsibility

A Study on the Analysis of Cause and Effect Relationship between
Korea Image Attributes and Korea Image Making in Uzbekistan

177

3) Structural Equation Modeling to Korean Image Attributes of Confidence

Thirdly, <Table 13> introduces the one of statistical results for Structural Equation Modeling of Korean image attributes for confidence. It is resolved by the path analysis that the actual relationship between the 4 factors representing Korean image attributes with economic capability, popular culture, national traits and enterprise competence as independent variables in local Uzbekistan. And the third factor named to 'confidence' as a dependent variable concerning Korea image making which might influence positively or negatively to the management performances of the Korean enterprises in local Uzbekistan. As shown in <Table 13>, the empirical result of the concept of confidence is calculated as the following 2 latent variables of economy and enterprises are certified in the statistically significant effect, showing the values of path coefficient(β) with 0.80 and 0.78. By contrast, It is testified that there are two independent variables of popular culture and national traits that are measured in the statistically significant effect on the ground of value of path coefficient value(β) recorded as below 0.5. That is, the third observed variable of confidence is significantly not related to the 2 independent factors called popular culture and national traits in local Uzbekistan. Based on this statistical analysis, it is proved that Uzbekistan people think that confidence as one of Korea image making has been caused and formed by the economic capacity meaning powers and enterprise competence meaning competitiveness of Korea while other two variables including popular culture and national traits of Korea don't influence any kinds of increasing Korean image making positively. Namely, Korean enterprises in Uzbekistan need to utilize these positive variables: economy and enterprises to accomplish the management goals which mean the growth of sales and profits in the local Uzbekistan.

〈Table 13〉 Structural Equation Modeling to Korean Image Attributes of Confidence

x^2	P	Q	GFI	AGFI	NFI	RMR
7.815	.832	4.225	.966	.945	.938	.021

Note) 1. Foreign Direct Investment 2. International Trade 3. Technology Transfer 4. Foreign Resource Development 5. International Production 6. Movies · TV Drama 7. Music · Performances 8. Foods 9. Star Entertainers 10. Probity 11. Competence 12. Trust 13. Teamwork and Togetherness 14. Level of Product Quality 15. Level of Product Price 16. Follow-up Management 17. Distribution and Sales 18. Social Responsibility

V. Concluding Remarks

Presently, Uzbekistan among Central Asia has been maintaining the basically developing economic policy based on the open market economy mechanism which is for example, foreign investment incentive, freely management activities of foreign enterprises, guarantying the simplifying of the formalities of foreign incorporation and fairly and clear treatment between domestic enterprises and foreign ones. However, it is fact that Korean enterprise were unable to know whether Uzbekistan consumers like Korean product generally or not. Because there are not any previous studies or reports concerning entirely awareness by local Uzbekistan people to Korea as the country. In this respect, this study might be high in academic and practical values.

A Study on the Analysis of Cause and Effect Relationship between
Korea Image Attributes and Korea Image Making in Uzbekistan

179

This paper is for profiling the survey results of Korean national image attributes implemented to gauge the degree of awareness and knowledge of the people of Uzbekistan concerning Korean national image making with recognition, attractiveness and confidence. For the purpose of guarantee objectivity, the survey is concentrated and limited logically as the scope of actual Uzbekistan people.

The statistical results are as follow: at first, all variables independently with economic capability, popular culture, national traits and enterprise competence are proved to have been affecting positively to construct any Korean image making in Uzbekistan, although there are differently statistical results with analysis of three dependent variables: recognition, attractiveness and confidence as factors of Korean image making. Explaining in detail the statistical results, economic capacity, popular culture and enterprise competence are proved to be positively significant with recognition. And attractiveness is verified as positive significant with the three independent variables of popular culture, national traits and enterprise competence while economic capacity and enterprise competence are disclosed positively significant with confidence. Therefore, it is empirically determined that the cause and effect relationship of image attributes and image making in Uzbekistan has the affirmative influences as well as discerning the difference and concomitant features.

At second, it is certified that there are not any variables which have been affecting negatively to factors of the Korean image making based on the results from checking the signs of coefficients meaning cause and effect relations between Korea image attributes and Korea image making in local Uzbekistan. That is, it is identified that there are not any negative signs. It could mean that Uzbekistan can be one of the best local places as Korean enterprises hope eagerly to increase sales and create profits in maximization. And it can be mentioned that the counterevidence could present that the power and image of Korean country and Korean enterprises have been intensifying and improving in Uzbekistan market while Uzbekistan people have been considering and cognizing amicably and friendly the entire Korea and Korean enterprises. Nevertheless, it is also the fact that Korean government is going to make up for strongly complement measures in Uzbekistan concerning Uzbekistan people make clearly to distinguish from South Korea to North Korea such as opening the consistently local events commercially and diplomatically as targeting local Uzbekistan people for letting them discriminating and recognizing easily South Korea.

This paper may provide fundamentally statistical materials for reinforcing and building up Korea's economic capacity based on Korean image in Uzbekistan one of major countries in Central Asia, and supply plenty of concernment and consequence for the entry of Korean enterprises and management activities in world-wide business. Besides, it may also offer helpful and practical data for scholarly and intellectual researching the social, economic and cultural aspects of this country, Uzbekistan.

And academic limitation of this paper could be mentioned that other critical factors except for the variables of image-related are not selected for empirical analysis. The expansion of activating variables including other significant factors such as economy, culture, ecology and politics are inevitably and imperatively required. In addition, perfectly overcoming the sampling design, that is a local frame problem: Uzbekistan people living in the country doesn't know cleary South Korean among two Koreas. Therefore, the follow-up studies can be going to implement the empirical analysis as activating the questionnaires which will be directly obtaining in local Uzbekistan on the basis of the study plane frame originally. More over, it will be desirable that the succeeding protocols should be committing for other countries in Central Asia such as Kazakhstan, Kyrgyzstan, Tajikistan and Turkmenistan, etc., except Uzbekistan. These countries are commonly in the middle of economic development with introduction of market economy system, increasing purchasing power, changing living cycle to Western consumers and open enlargement of social overhead capital. Therefore, there will be getting stronger in the academic value as well as practical one.

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A Study on the Analysis of Cause and Effect Relationship between
Korea Image Attributes and Korea Image Making in Uzbekistan

181

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A Study on the Analysis of Cause and Effect Relationship between
Korea Image Attributes and Korea Image Making in Uzbekistan

183

국문초록

우즈베키스탄에서의 한국 이미지 속성과 한국 이미지 메이킹의 인과관계 분석

류기환* · 박명찬**

본 논문은 중앙아시아 우즈베키스탄 현지에 진출하여 직접 경영활동을 수행하고 있는 한국 기업들의 경영성과를 증진시키기 위하여 집필되었다. 우즈베키스탄은 풍부한 지하자원과 전형적인 경제성장 기조를 보여주는 현지지역으로 평가되어 연구지역으로 설정하였으며 특히, 한국기업의 진출성과가 높게 나타나고 있다고 판단되어 연구범위로 한정하여 결정하였다. 또한 본 논문은 한국을 나타내는 이미지 속성 요인들이 우즈베키스탄 소비자들에게 어떠한 영향을 미치고, 그 결과 한국에 대한 이미지 메이킹은 어떠한 내용으로 구성되어 있는가를 실증적으로 분석하기 위한 것이라 할 수 있다. 이를 휘하여 선행연구를 통해 문헌분석을 실행하였고 이를 토대로 연구가설을 설립한 후 이를 검증하기 위한 실증분석을 실시하였다. 추리통계를 위해서는 신뢰성, 타당성 분석 그리고 구조방정식 모델링 기법을 활용하였다. 전체적인 분석결과를 설명하면, 한국 이미지 속성: 경제력, 문화, 국민성 그리고 기업능력이 우즈베키스탄 사람들에게 긍정적인 영향을 미치며 그로 인해 친화적이고 우호적인 이미지 메이킹- 인지도, 매력도, 신뢰도-을 형성하고 있는 것으로 확인되었다. 이러한 본 논문의 연구결과가 현지로 진출하거나 계획하고 있는 한국기업들의 현지경영전략 수립 및 실행에 조금이나마 도움이 되었으면 한다. 이후의 연구는 이미지 이외의 변수들을 활용하여 실증분석을 할 필요가 있다.

주제어 : 한국 이미지 속성, 한국 이미지 메이킹, 우즈베키스탄

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