



The Impact of K-Pop Idol on Brand Awareness, Hedonic Shopping Motivation, and Purchase Intention

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ABSTRACT

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This research aims to know what factors are owned by endorsers that can influence consumer purchase decisions for the products offered by e-commerces. The secondary motivation of this research is to obtain empirical data on how influential the tactics made by e-commerce using K-Pop girlband/boyband are on purchase intention. The impact of celebrity worship factors is analyzed on data of Indonesia's K-Pop fans (n =100) using variance-based structural equation modeling and PLS-SEM process. The research results show a positive correlation between K-Pop brand ambassadors to raise brand awareness, hedonic shopping motivation towards Purchase Intention among K-Pop fans. This research contributes to the current knowledge-related online buying behavior in virtual retail formats and helps marketers in streamlining their focus in using K-pop figures to increase purchase decisions of targeted consumers.

SARI PATI

Penelitian ini bertujuan untuk mengetahui faktor-faktor apa yang dimiliki oleh endorser yang dapat memengaruhi keputusan pembelian konsumen untuk produk yang ditawarkan oleh e-commerce. Motivasi sekunder dari penelitian ini adalah untuk mendapatkan data empiris tentang seberapa berpengaruhnya taktik yang dilakukan oleh e-commerce dengan menggunakan girlband/boyband K-Pop terhadap niat beli. Dampak faktor kekaguman selebriti dianalisis pada data para penggemar K-Pop di Indonesia (n=100) menggunakan pemodelan persamaan struktural berbasis varian dan proses PLS-SEM. Hasil penelitian menunjukkan korelasi positif antara duta merek K-Pop dalam meningkatkan kesadaran merek, motivasi berbelanja hedonis terhadap niat beli di kalangan penggemar K-Pop. Penelitian ini memberikan kontribusi pada pengetahuan saat ini terkait perilaku pembelian online dalam format ritel virtual dan membantu pemasar dalam mengarahkan fokus mereka dalam menggunakan figur K-pop untuk meningkatkan keputusan pembelian dari konsumen yang ditargetkan.

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INTRODUCTION

Korean Wave or popularly known as *Hallyu*, is the phrase that refers to the spectacular expansion of Korean culture and popular culture, which includes everything from music, movies, and drama to online gaming and cuisine. *Hallyu* has reached all over the world where the popularity of Korean culture increased in the late 2000s and increased further in the 2010s when mainstream Korean television shows and music were introduced. According to Tertiani (2020), K-pop has replaced K-drama as *Hallyu's* frontrunner. *Hallyu* has been developing for 20 years, but in the last 5 to 10 years, K-pop in particular has gained more and more international attention.

K-Pop successfully bring a new perspective to the world so that it managed to occupy the 6th position in the world music market (Tirto. ID document: 2020) and for Indonesia itself it was in 2nd place in the Top 5 Countries For K-Pop Streaming (document The Asean Post: 2020). Indonesians have easy access to Korean entertainment and infotainment. Since the beginning, South Korea has been quite proactive in bringing K-Pop to Indonesian fans from the start. Given that Indonesia has among the greatest percentages of internet and social media users worldwide, it makes K-Pop easy for Indonesian audiences to access. K-Pop along with Korean drama and movies has turned into a popular culture, especially among the younger generation of Indonesia. The high position of K-Pop is followed by an increasing number of people who idolize K-Pop girl bands / boy bands.

Currently, Indonesia is one of the countries with the largest K-Pop fandom. It can be seen that based on the highest tweet volume about K-Pop worldwide in 2020, Indonesia ranks

third behind Thailand and South Korea. Global Head of K-pop Partnerships Twitter, Kim Yeon Jeong, said that Twitter is a social media platform that allows K-Pop fans to connect globally with each other without country and language barriers. Many K-Pop idols also use Twitter to communicate with their fans. This phenomenon indicates an increase of fandom towards K-Pop girl bands / boy bands. According to Thorne (2011) fandom is defined by a sense of closeness to others who share an interest and the use of subject-specific jargon. When involvement is intense, it is also frequently characterized by a subtle sense of superiority toward those who are not “in the know.”

Celebrity idolization is characterized by two characteristics, one of which is worship (Raviv, 1996). Stever (2009) defined celebrity worshipers as a group of individuals with compulsive and obsessional attachment with their idols. Worshiping is characterized by great admiration and respect for idols, which can be seen from behaviors such as actively gathering information about idols, buying knick-knacks related to idols, and trying to personally meet idols. According to a study by iPrice in 2020, every K-Pop fan buys at least one item of merchandise (lightstick or photo card), albums from groups, and concert tickets. The behavior of spending money to buy something related to idols is included in the characteristics of the desire to get everything that makes it an obsession with K-Pop girl bands/boy bands. This behavior is also included in the characteristics of individuals who have hedonic shopping motives which according to Engel and Minard (2000) in Kusuma et. al. (2013) is a person's motives for shopping based on emotional responses, sensory pleasures, dreams, and aesthetic considerations.

Seeing the obsession that K-Pop fans have towards K-Pop girl bands/boy bands, leading brands especially e-commerce in Indonesia change their marketing strategy by utilizing this phenomenon to collaborate with well-known K-Pop girl bands/boy bands as endorsers. The use of K-Pop figures has become a trend among Indonesian e-commerce to gain more awareness and take advantage of K-Pop fans' hedonic shopping motivation when it comes to brands that are promoted by their idols. In addition, consumers idolize celebrities and perceive the brands to be of high quality which is endorsed by celebrities and likely to positively affect consumers' purchase decisions on e-commerce. This is confirmed by Close et al. (2016) also proves that advertising from a brand that uses idols has a positive effect on the desire to buy. Therefore, this study was made to determine the effect of K-Pop girl bands/boy bands on K-Pop fans' purchase intention on e-commerce. In addition, it is also to find out whether the tactics carried out by e-commerce can achieve their respective goals. This research is not conducted in the field of e-commerce segments. So the results of this research will highlight how effective this technique of using K-Pop Idol is to increase brand awareness, and build hedonic shopping motivation.

The increasing obsession of Indonesian people towards K-Pop, changing e-commerce marketing tactics by using Korean Idols as endorsers/ambassadors. Whereas before celebrity worship caused by K-Pop increased, e-commerce used local celebrities as endorsers/ambassadors. This change in marketing tactics shows the aim of e-commerce to increase awareness, and purchase intention through K-Pop fans. Therefore, this study will focus on seeing whether there is indeed an influence from marketing tactics that are currently quite

mainstream using K-Pop idols on awareness and purchase intention.

Theoretical Framework

K-Pop

Korean Pop is not just an Art or Culture which is then appreciated globally. Moreover, Korean Pop has also involved Business and Technology in its development so that it can be accepted globally. Young people viewed Kpop as a universal sound, while Koreans living abroad had seen genre as a playful cultural activity that allowed them to experiment with new forms of identity (Yoon, 2019). K-pop is a product that is shaped by forces of nationalization and globalization. As Fuhr (2015) analyzes, K-pop's widespread distribution is due to the nation-state of Korea's role in promoting its cultural exports internationally. The national aim to extend the cultural sector and globalize the national cultural content appears to have helped the growth of K-pop as a global project and product.

Audience Involvement Effect Towards Celebrity Worship

Audience involvement occurs when an audience participates in a media program, it engages in one-way contact with the media and engages in reflection. Reflection itself refers to the audience who thinks deeply about the message conveyed by the media they consume. Media consumers, or as we refer to them in this study, K-Pop fans, look for K-Pop idols they can follow, connect with, identify with, and interact with for self-described fulfillment. According to the study, three aspects of audience participation were good indicators of intimacy and other sensory impressions. The first dimension is behavioral involvement. It describes the extent to which an audience modifies its behavior

to watch more content or discuss content with others (Kim, 2018). According to Asian Communication Research, K-Pop has been cited as one of the most successful examples among Asian nations. It has also experienced a meteoric rise in popularity online, with 2.3 billion views of K-Pop videos on Youtube coming from 235 different countries in 2011. It has been demonstrated that people tend to watch more media content regarding Korean Pop as its popularity grows.

The second dimension is emotional involvement. This is described as the extent to which a viewer identifies with the characters, settings, or plot of a piece of media (Kim, 2012). In Taiwan, it was discovered that viewers' perceptions of the Korean tourist destination where the Korean Pop Music Video was shot were favorably correlated with their parasocial relationships with the characters in Korean Pop. It has demonstrated that there was a strong connection between the audience and the K-Pop Idol (Zhang, Ruonan, Chang Bi & Nicky. 2019). Lastly, the referential reflection dimension concerns how a viewer connects the media to his or her own personal experiences (Kim, 2018). Consumers' enjoyment of viewing experiences, satisfaction, and post-viewing behavioral intentions, including purchase activity, have all been linked to audience participation (Kim, 2012). The products they see in the media or media-related souvenirs may be the source of their buying habits (Halim, Kiatkawsin 2020). For instance in Malaysia, with the growing consumption of K-pop media content, it has changed their way of thinking and lifestyle, and had higher interest in its society and culture, including the interest in Korean language, Korean studies, Korean food, and also purchasing Korean products. (Zhang, Ruonan. Chang Bi, Nicky. 2019).

H1 : Audience Involvement (behavioral involvement, emotional involvement, and referential reflection) significantly impacts celebrity worship (entertainment-social, intense-personal, and borderline pathological) among K-Pop fans.

Celebrity Worship Influencing E-Commerce Brand Awareness

Worship is the process of expressing interest, commitment, and love for a persona, all of which is done during or after consuming media or participating in a media event, which then begins to increase feelings towards that persona and creates loyalty, and availability of a person to set aside time, money, and himself to get in touch with a certain persona. Measurements of celebrity worship are obtained from various experiences of a person's fandom, intersecting with personal involvement and media personae. In K-Pop, worship is formed much stronger than any other fandom. When media consumers idolize a celebrity, their lives center on the celebrity because the love they feel creates a yearning for the star (Smith, 2009). Singh and Banerjee (2019) discovered that study participants connected worship to eagerness to make a purchase.

The popularity of Korean entertainment, which has resulted in numerous instances of product placement in Korean dramas, films, and TV series, demonstrated the possibility of reaching a larger global audience (Halim, Thalia. Kiatkawsin, Kiattipoom, 2021). Depending on how worship affects wellbeing, the three degrees of worship can either be advantageous or disadvantageous to audiences (North, Sheridan, Maltby, & Gillett, 2007). Based on Thalia Metta Halim and Kiattipoom, he stated that when people idolize someone, they will trust the celebrity they idolize more than their own friends. There

are 3 main things that shape the fanaticism of these consumers: Entertainment-social, which is the most basic thing that affects one's celebrity worship, Intense-personal, means personal factors that make someone feel when there is a celebrity they like, just as they think about their idol accidentally and the last one is borderline pathological behavior that reflects the extreme ethics of a fan who is trusted with the celebrity he idolizes, and this allows a fan to carry out illegal activities. According to prior studies, seeing celebrities improves one's awareness of their body image. The public becomes captivated by celebrities as a result of their appearances. It demonstrated to us that fans of K-Pop may have an impact on the better level of brand awareness for Korean goods (Halim, Thalia., Kiatkawsin, Kiattipoom. 2021)

H2 : Celebrity Worship significantly impacts e-commerce brand awareness among K-Pop fans. (a) There are numerous successful brands coming from the product placement in Korean Entertainment. (b) Their appearance to idolize celebrities increased the awareness level of products with K-Pop Idol that featured.

The Effect of Brand Awareness Towards Hedonic Shopping Motivation

Brand awareness influences consumer choice, particularly for packaged items with little decision-making complexity. Brands that consumers are familiar with are more likely to be on their consideration list (Hoyer and Brown, 1990; MacDonald and Sharp, 2000). Consumers may utilize brand awareness as a heuristic in their purchasing decisions (Hoyer and Brown, 1990; MacDonald and Sharp, 2000). Brand awareness consequently improves brand market performance. As e-commerce expands quickly and customers adopt new

technologies, marketing professionals are faced with a new issue (Dutton, 2011). The studies that have been done by Bader M. AlFawaz mentioned, brand awareness is a factor that positively influences both online purchases and e-commerce sales. The results of the regression show that there is a strong positive significant association between the dependent variable, which is brand awareness, and the explanatory variable, which is online purchasing.

H3 : Brand Awareness significantly impacts K-Pop fans' Hedonic Shopping Motivation in e-commerce when the brand could give a strong positive significant relationship amongst brand awareness and dependent variables.

Hedonic Shopping Motivation Towards Purchase Intention in E-Commerce

Hedonic consumption entails an excited excitation occurring when purchasing or consuming (Holbrook & Hirschman, 1982). According to Hopkinson and Pujari (1999), hedonic consumption occurs when a person is very invested in engaging in a consumption event and is in a high involvement condition. Hedonic shopping value, as defined by Baker *et al.*, and Voss *et al.*, in Anderson *et al.*, (2012), refers to an emotional value experienced when using and/or purchasing goods. According to Babin *et al.* (1994), the hedonic components are connected to emotional customers, making consumers feel glad, hateful, or angry while they purchase. Different forms of emotional sensations, such as physiological and psychological ones, play key roles in utilitarian incentives.

Consumers can now access markets without retail storefronts and the global market 24 hours a day (Berman and Thelen, 2004). The convenience of shopping from home

and awaiting delivery of their purchases at their doorstep are the driving forces behind online shopping (Ramayah and Ignatius, 2005). Additionally, online purchasing lets customers avoid dealing with customer service representatives or social interaction while they're feeling down (Nicholson et al., 2002). Websites are therefore frequently used to research product features and to compare deals and prices across online merchants (Berman and Thelen, 2004; Chatterjee, 2010; van Dijk et al., 2005).

According to earlier studies, there are many reasons why people engage in hedonic purchasing. Customers typically compare one e-commerce site to other e-commerce sites, in order to have a comparatively smaller impact on customer satisfaction because each user has emotional experience (Andriani, Nova, et al. 2021). According to Kim's (2002) research, he mentioned convenience and ease of use as the primary advantages of searching and buying from websites (Nopnukulvised, Charanya. Et al. 2019). Ajzen (1991) stated that "Intentions are assumed to reflect the motivating variables that impact behavior; they are indications of how hard people are willing to try and how much effort they plan to put into the conduct."

Accessibility in memory, trust, and personal relevance, or the significance of the action taken for the person, are some of the aspects of the purpose (Fishbein & Ajzen,

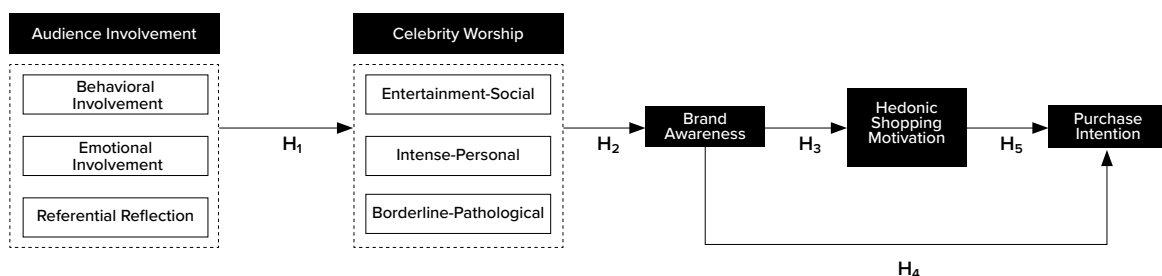
2011). In one year, there was a good deal of correspondence between correspondents and Lazada Indonesia. Customers shop at Lazada Indonesia again because they felt comfort, safety, and practicality besides the promotion. This is evident from the responses of the majority of respondents, who have shopped at Lazada Indonesia up to four times in a year (Andriani, Nova, et al. 2021). It has been demonstrated that hedonic shopping motivation for online shopping is quite high as a result of the advertising, the products, and other marketing initiatives.

H4: Hedonic Shopping motivations of the consumer are various, the practicality of the website and also promotion being promoted by K-Pop ambassadors, one of the emotional reasons they buy at e-commerce.

H5: Hedonic Shopping motivations could affect the purchase intention, as they could visit the e-commerce more than once with various possibilities of motivations.

Conceptual Framework

The below figure represents the framework for understanding the impact of e-commerce tactics using k-pop idols as an endorser on K-Pop fans' purchase decisions. The framework has adopted from the integrated model for Beauty and Celebrity: Korean Entertainment and Its Impacts on Female Indonesian Viewers' Consumption Intentions (Thalia Metta Halim and Kiattipoom Kiatkawsin 2020).



Proposed Conceptual Model

METHODS

Measurement Items & Survey Development

Measurements used in the research, specifically for the questionnaire, we used the previous related studies that have been validated. To measure nine constructs we use 43 items. Audience involvement consisted of three dimensions, and all items were adopted from Halim and Kiatkawsin (2021). It is used for behavioral involvement and it was measured by three items. To measure Emotional involvement and referential reflection we use three and five items respectively. And celebrity worship itself consists of three sub-dimensions. It consists of entertainment–social (ten items), intense–personal (seven items), and borderline pathological (two items). Hence, a total of 5 items used by Huang and Sarigöllü (2010) to measure brand awareness. Next, for hedonic shopping motivation used five items from Yim et al (2013). Lastly, the intention to purchase e-commerce products was measured by three items from Spry et al (2009).

This research uses a quantitative approach which according to Kriyantono (2010: 55) quantitative approach or methodology is a research conducted by explaining or proving phenomena or problems whose results can be generalized. As for the samples or subjects studied are K-Pop fans who live in Indonesia. Respondents were taken using the Lemeshow method, this is because the population is unknown or infinite. Based on the Lemeshow formula, the number of samples for this study is at least 96 respondents. For this measurement five point likert scale was used ranging from Strongly Agree to Strongly Disagree (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree). Before the research we should ensure the participants are aware of the research content. Besides, we

also need to add the demographic survey. The final survey was in Indonesian to make it easy for the respondents to understand.

Sampling & Data Collection

The population we chose for these projects were K-Pop fans who had shopped at Indonesian e-commerce. They should have also seen the advertisements of e-commerce involving K-Pop girl bands/boy bands. The filtering questions were, “Are you a fan (following news, buying songs and merchandise) of one or more Korean boyband/girlband (K-Pop group)?”, “Have you ever shopped at Tokopedia or Shopee?”, and “Have you seen ads from Tokopedia or Shopee that use K-Pop groups as their ad stars?”. If the respondents answered “yes”, were they asked to complete the questionnaire. The self-administered survey was then distributed online using Google Forms. In this study we use a non probability convenience sampling to find participants by spreading online surveys using online platforms such as Instagram and instant messaging applications, such as Whatsapp. The data was collected between October and November 2020. A total of 100 completed surveys were collected.

To observe and to analyze the data that has been collected, we will use Partial Least Square Structural Equation Modeling (PLS-SEM). To maximize the explained variance of the dependent latent constructs we use the causal modeling approach. This is contrary to CB-SEM's objective of reproducing the theoretical covariance matrix, without focusing on explained variance (Hair, Joe F. et al. 2014). The PLS-SEM only permits recursive relationships in the structural model (no causal loops), and can only head in a single direction. Hence we think it is aligned with the conceptual framework that we use for this research. Which all the variables are

associated with a single latent construct, and a headed arrow pointing to the latent construct.

Sample Profile

A total of 100 participants were recruited for the study, but after removing respondents who had incomplete responses, i.e. missing data, 100 participants remained in our data analysis set. Participants who identified themselves as a fan of k-pop groups, had shopped at e-commerce that used K-Pop groups as part of their promotions and had seen advertisements using K-Pop groups were identified as study participants. By

using intercept interviews, we were able to reduce the rate of refusal to participate (Bush and Hair 1985). The majority of participants were women (88.7%). The mean age of the participants was 25 – 29 years (46.1%), with various ages being represented in our sample, which is supported by a measure of standard deviation. More than half of the participants have at least a bachelor's degree, and around 66.1% of participants' expenses in a month is less than 5,000,000 rupiah. In addition, most of the participants did shop on e-commerce that is known using K-Pop groups as a way of marketing promotion.

Table 1: Respondent's Demographic Profiles

| Variables | Category | Distribution | Valid Percentage |
|-------------------|--------------------------|--------------|------------------|
| Age (years old) | > 13 | 0 | - |
| | 13 - 15 | 1 | 0.9 |
| | 16 - 19 | 11 | 9.6 |
| | 20 - 24 | 42 | 36.5 |
| | 25 - 29 | 53 | 46.1 |
| | 30 - 34 | 6 | 5.2 |
| | 35 - 39 | 2 | 1.7 |
| | > 39 | 0 | - |
| Gender | Female | 102 | 88.7 |
| | Male | 13 | 11.3 |
| Marital Status | Married | 14 | 12.2 |
| | Not married | 101 | 87.8 |
| | Widow / widower | - | - |
| Monthly Income | < 5,000,000 | 76 | 66.1 |
| | 5,000,000 - 10,000,000 | 27 | 23.5 |
| | 10,000,001 - 15,000,000 | 9 | 7.8 |
| | 15,000,0001 - 20,000,000 | 1 | 0.9 |
| | >20,000,000 | 2 | 1.7 |
| City of residence | Jakarta | 51 | 44.3 |
| | Bogor | 9 | 7.8 |
| | Depok | 11 | 9.5 |
| | Bekasi | 14 | 12.1 |
| | Tangerang | 8 | 6.9 |
| | Bandung | 10 | 8.6 |
| | Batam | 2 | 1.7 |
| | Karawang | 2 | 1.7 |

| | | | |
|------------|------------------------|----|------|
| | Semarang | 3 | 2.6 |
| | Makassar | 1 | 0.8 |
| | Padang | 1 | 0.8 |
| | Pangkal Pinang | 1 | 0.8 |
| | Salatiga | 1 | 0.8 |
| | Samarinda | 1 | 0.8 |
| Background | Student | 35 | 30.4 |
| | Employee | 58 | 50.4 |
| | Entrepreneur | 13 | 11.3 |
| | Others | 9 | 7.9 |
| Education | Primary school | 0 | - |
| | Secondary school | 4 | 3.5 |
| | Higher education | 83 | 72.2 |
| | Postgraduate education | 28 | 24.3 |
| | Others | 0 | - |

RESULTS AND DISCUSSION

1. Measurement Model

Results of the measurement model evaluation are shown in Table 2. The loading above the value of 0.708, the composite reliability (CR) were above the minimal threshold of 0.7, and the AVEs (Average Variance Extracted) were greater than 0.5 for all eleven reflective components in this investigation (Hair, Hult, Ringle and Sarstedt 2017). As a consequence, all constructs satisfied the

criteria for reliability and convergent validity. Discriminant validity was tested using Heterotrait-Monotrait (HTMT) ratio of correlations technique (Henseler et al. 2015). (Henseler et al. 2015). As can be shown in Table 3, all reflecting construct values above the cutoffs of HTMT 0.85 (Kline 2010) and HTMT 0.90 (Gold et al. 2001), demonstrating that the measurement model's discriminating validity was established.

Table 2: Measurement Model for Reflective Constructs

| Construct | Cronbach's Alpha | rho_A | Composite Reliability | (AVE) |
|-----------------------------|------------------|-------|-----------------------|-------|
| Audience Involvement | 0.92 | 0.926 | 0.936 | 0.679 |
| Brand Awareness | 0.868 | 0.881 | 0.904 | 0.652 |
| Celebrity Worship | 0.915 | 0.92 | 0.934 | 0.704 |
| Hedonic Shopping Motivation | 0.952 | 0.953 | 0.963 | 0.84 |
| Purchase Intention | 0.933 | 0.933 | 0.957 | 0.882 |

Table 3: Discriminant Validity using Heterotrait-Monotrait (HTMT) Criterion (2015)

| | | | | | |
|------------|-------|-------|-------|-------|---|
| | 1 | 2 | 3 | 4 | 5 |
| AI | | | | | |
| BA | 0.678 | | | | |
| CW | 0.837 | 0.705 | | | |
| HSM | 0.586 | 0.768 | 0.657 | | |
| PI | 0.635 | 0.751 | 0.658 | 0.894 | |

Note: AI (Audience Involvement), BA (Brand Awareness), CW (Celebrity Worship), HSM (Hedonic Shopping Motivation, IP (Intense Personal), PI (Purchase Intention)

2. Structural Model

First, the collinearity problem was evaluated before the structural model was appraised. There were no lateral collinearity problems in this model, according to the exterior VIF values in the range of 1.911 to 4.727 and the internal VIF values in the range of 1.000 to 2.079, both of which were below the threshold value of 5 (Hair et al. 2014). The bootstrap resampling method was then used to evaluate the path-coefficient in order to determine the significance of the hypotheses (5000 re-sample). All of the direct association hypotheses were validated based on the findings in Table 4.

Additionally, bootstrapping techniques were used to look at the mediation impact (Preacher and Hayes 2008). Additionally, mediation effects were visible when there was no 0 between the upper and lower intervals of the 95% bootstrap confidence interval (Preacher and Hayes 2008). In order to better understand the mediating effect and the kind of mediation, this study additionally examined the indirect relationship between components. The bootstrap approach was used to calculate the indirect effect with 2000 samples and a 95% confidence level. Brand awareness, hedonic shopping motivation, and buy intention are the three independent variables that suggest direct correlations. Table 5 is a summary of the indirect effect assessment.

Table 4: Path Coefficient Assessment

| Hypotheses | Relationship | Std. Beta (β) | Std. Error | t-value | p-value | Result |
|------------|--------------|-----------------------|------------|---------|---------|-------------|
| H1 | AI -> CW | 0.809 | 0.045 | 17.934 | 0 | Significant |
| H2 | CW -> BA | 0.682 | 0.065 | 10.439 | 0 | Significant |
| H3 | BA-> HSM | 0.733 | 0.045 | 16.453 | 0 | Significant |
| H4 | BA-> PI | 0.263 | 0.093 | 2.822 | 0.005 | Significant |
| H5 | HSM -> PI | 0.656 | 0.082 | 7.958 | 0 | Significant |

Note: AI (Audience Involvement), CW (Celebrity Worship), BA (Brand Awareness) HSM (Hedonic Shopping Motivation, PI (Purchase Intention)

Table 5: Hypothesis Testing For Indirect Relationship

| Relationship | Coefficient | Std. Dev | t-value | Confidence Interval | Decision |
|--------------|-------------|----------|---------|---------------------|-----------|
| AI -> BA | 0.552 | 0.071 | 7.809 | 0.394;0.674 | Supported |
| AI -> HSM | 0.404 | 0.064 | 6.343 | 0.275;0.52 | Supported |
| AI -> PI | 0.41 | 0.066 | 6.262 | 0.275;0.53 | Supported |
| BA -> PI | 0.48 | 0.073 | 6.625 | 0.347;0.625 | Supported |
| CW -> HSM | 0.5 | 0.065 | 7.731 | 0.362;0.614 | Supported |
| CW -> PI | 0.507 | 0.067 | 7.582 | 0.363;0.623 | Supported |

Note: AI (Audience Involvement), CW (Celebrity Worship), BA (Brand Awareness) HSM (Hedonic Shopping Motivation), PI (Purchase Intention)

Hence, the R^2 score was considered substantial in the explanatory power, as the R^2 value was greater than 0.26 (Cohen 1988). In explaining purchase intention, brand awareness (0.415), celebrity worship (0.628), hedonic shopping motivation (0.542) indicated a trivial effect size. Lastly, predictive relevance was evaluated using Stone-Geisser's Q^2 (Geisser 1974; Stone 1974). The Q^2 values for Celebrity Worship (0.452), Brand Awareness (0.238), Hedonic Shopping Motivation (0.443), Purchase Intention (0.649) were larger than 0, thus indicating the model's predictive relevance and validity.

3. Discussion

According to the findings of the above data, there is a connection between celebrity adoration and audience participation. It has been demonstrated that the audience engagement dimensions, such as emotional involvement and referential reflection, have a substantial impact on K-Pop fans' veneration of celebrities. This can be the result of emotional investment, which suggests that the K-pop followers are profoundly moved by their idol. The

characters or the mediated environment in the K-Pop industry are here effectively engaging K-pop fans (Perse, 1990, 1998; Step, 1998; Wirth, 2006). The person then feels a variety of emotions, such as warmth, wrath, fear, and others, as well as intrigue, suspense, tension, empathy, awe, and surprise. K-pop fans have a propensity to idolize K-pop stars as a result of all those different experiences. In contrast, the referential reflection dimension deals with how a viewer connects the media to his or her own personal experiences (Kim & Wang, 2012). Referential reflection influences the viewing of television dramas and the cognitive engagement of viewers in creating, reconstructing, and deconstructing the messages and their meanings. The cognitively motivated aspects of fan engagement with K-pop celebrities, however, include cognitive interaction during live performances, fan gatherings, or any other offline activity.

The role of behavioral involvement is another aspect of audience involvement that has a detrimental effect on the devotion of celebrities. The degree to which an audience

modifies their behavior to consume more information or interact with others about the medium, in this case K-pop, is referred to as behavioral participation, according to Kim (2018). The possibility of a pandemic in the start of 2020, during which people are forbidden from physically interacting, may have an impact on how passionately K-pop fans discuss their idols or any other news pertaining to the K-Pop industry. Intense personal and social entertainment are the characteristics that are most influenced from the perspective of celebrity worship. Celebrity worship that displays an attraction to a beloved K-Pop idol due to their perceived capacity for entertainment and social concern is known as entertainment-social celebrity worship. There are strong individual views that are a reflection of strong, compulsive impulses toward the celebrity. Since the most extreme form of celebrity worship is borderline-pathological and is thought to reflect a person's socially abnormal attitudes and behaviors, the borderline pathological component is not connected to any audience engagement dimensions. The argument provided above leads to the conclusion that H1, which audience involvement has significantly impacts celebrity worship among K-Pop fans.

We can conclude there is a positive correlation between Audience Involvement, Emotional Involvement, and Referential Reflection. Based on the answers of the questionnaire, the emotional involvement that has the highest correlation is the feeling of keeping them company if they watch their favorite K-Pop idols on tv shows, variety shows, and other programs. The second factor that has correlation is the activity of its audience who will attend online streaming on any platform, or any concert that invites their K-Pop Idol. Also they will oftenly check the media to

know the latest update, or the latest music video of their Idol. The third indicator that has correlation towards audience involvement is the determination to meet K-Pop Idols in person. There are some people that answered that they think they are failed if they heard something bad towards their Idol, it has shown the strong correlation between the Audience Involvement towards Emotional Involvement. Based on the answers of the respondent, audience involvement also has a positive correlation towards Referential Reflection. It is shown on how most of them think that all of their K-Pop Idol songs are related to their daily life, also they think that sometimes their K-Pop Idol songs give them lessons about life. Another indicator that affects the audience's involvement is the lyrics that they think are related to the issues they are interested with. The hypothesis about Audience Involvement and Emotional Involvement, and Audience Involvement and Referential Reflection are valid.

Celebrities' appearances could enhance someone's image at the same time. The appearance of its idol could also be the cause they idolize celebrities. Level of awareness could help to increase the level of awareness of the Korean product brands. (Halim, Thalia. Kiatkawsin, Kiattipoom. 2021). It is proven on the questionnaire that shows a significant impact of e-commerce brand awareness. The appearance of the Korean Idol increased the awareness level of the products. Celebrity worship also has correlation with a few dimensions consisting of entertainment-social and intense-personal. The audience usually check the life story of their Korean celebrity and they see it as a fun activity, and as their entertainment. Besides, the intense-personal also have a correlation to celebrity worship. It is shown on how the audience sometimes

feels that they have a relationship with the idol, and if something happened to their Idol they will feel it as well. Even if the Korean celebrity achieved something, they also felt it as their achievement as well. It is because they also usually think about their favorite K-Pop group even when they don't want to.

Furthermore, H3 which brand awareness has a significant relationship with hedonic shopping motivation. This proves that the use of k-pop idols by e-commerce to increase awareness can change the buying behavior of k-pop fans such as having hedonic shopping motivation. This can also be seen in the results of the questionnaire, where the majority of respondents agree that they are happy every time they shop at e-commerce advertised by their idols because of the respondent's obsession with K-Pop groups. This also happened in H4 which brand awareness also shows a significant relationship with purchase intention. This proves that e-commerce is successful in taking advantage of the high level of K-Pop fans to get brand ambassadors who can influence their purchase intention towards e-commerce. According to a previous study, for customers with a low involvement in purchase, consumers would be a "beliefs-behavior-affect" hierarchy (Mowen and Minor, 2001). Most of the time, consumers did not do an elaborate decision-making process before purchasing goods (Olshavsky and Granbois, 1979). Credibility of endorsers also positively and significantly influence the attitude towards ad, while the attitude towards brand shown in the ad and purchase intention (Goldsmith et al., 2000; Lafferty et al., 2002; Lafferty and Goldsmith, 1999).

Lastly, in H5, hedonic shopping motivation has also been shown to have a significant influence on the purchase intention of K-Pop fans.

Desire of pleasure, joy, and fun offered by the products will affect the hedonic consumption motivation, with the main goal is to satisfy the denically motivated appetite (Hirschman and Holbrook 1982). E-commerce has succeeded in building a desire for pleasure, joy and fun in K-Pop fans through their idol which is a K-Pop girlband / boyband, this indicates the successful use of K-Pop figures in their marketing tactics. Most of them think the same way, hence audience involvement has a significant impact on celebrity worship. As we might be aware of, E-commerces in Indonesia are competing to feature the K-Pop Idol as a Brand Ambassador. They expect it will boost the sales, or give traffic to their platform. And it proved to give them a positive impact on their Brand Awareness. It might not be as high as the other factors, but based on respondents' answers most of them will talk about the Idol that became Brand Ambassador of any E-commerce. They are also aware of all the ads that featured K-Pop Idols such as Tokopedia x BTS, Shopee Big Sale with Stray Kids, and many more.

MANAGERIAL IMPLICATION

This study gives us a lesson to have more respondents for our sample to explore this topic. Because most of the respondents' backgrounds are students with a minimal income (less than 5,000,000), which affected their intention and power to purchase. Hence we will suggest having a wider range of millennials, productive age consumers to have unbiased answers. Also for the upcoming research, we suggest to deep dive the promotional message as well to eliminate the potential bias. Because promotional messages could be one of the reasons they choose to shop in one of the E-commerce stores, not only because the Brand Ambassador used by the brand.

CONCLUSION

Researchers have learned and have more understanding of the relationship between brand awareness, hedonic shopping towards Purchase Intention. Utilizing K-Pop Idol as a brand ambassador for e-commerce is one of the tactics used to increase the brand awareness proven to give a positive impact on consumers' purchase intention. Learning theory in this study, found that behavioral involvement, emotional involvement, and referential reflection will increase brand awareness and become the hedonic motivation that will influence consumers' purchase intention. From this study, researchers will suggest using K-Pop Idol as a brand ambassador to increase the brand awareness which will impact the consumers' purchase intention. Brand could use the K-Pop Idol that has a big influence, and

also have an audience with a strong emotional involvement. Based on the data analysis, we will also suggest entertainment social as one of the factors to fulfill the consumers' emotions and will influence purchase intention.

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