Factors Influencing Gen-Z's Purchase Intention as Consequences of Product Placement Practice in K-Drama

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ABSTRACT

This study aims at investigating how scarcity, demand, convenience, interactivity, and playfulness affect impulsive purchasing on live streaming e-commerce. This article explores how limitation in quantity, limitation of time, convenience, and interactiveness affect perceptions about arousal, enjoyment, and impulsive buying. In order to achieve understanding in relation to how mental processes result in emotional outcomes leading to impulse purchase, this study adopts the S-O-R model theory of Mehrabian and Russell (1974). This is a quantitative research work that involves surveyed data collection and statistical analysis. With the assumption of indication regarding limited time scarcity, limited quantity scarcity, demand, convenience, interactivity, playfulness, perceived arousal, and perceived enjoyment are related to impulsive purchase behavior. This study aims to support the validity and enhancement of the S-O-R model such that its use in explaining e-consumer behavior can be justified. Therefore, these implications for business will help them build marketing and branding strategy, promotion campaigns, product launches, live shopping events, and create loyal customers with return purchases. This study concludes that it is necessary to understand how scarcity, convenience, and interactivity affect spontaneity buying process in live selling electronic platforms and more studies should be done into this field.

Keywords: Product Placement; Indonesia; Gen Z; Purchase Intention; Media Role; Consumption- related Cognition

SARI PATI

Penelitian ini mengkaji fenomena yang berkembang dalam tren penempatan produk di Drama Korea (K-Drama) serta dampaknya terhadap niat beli Generasi Z (Gen-Z) Indonesia sebagai konsumen. Penelitian ini juga menganalisis faktor-faktor yang memengaruhi sikap Gen-Z Indonesia terhadap penempatan produk, dengan menyoroti kecerdasan finansial, pola konsumsi, serta keterikatan mereka terhadap idola media. Menggunakan metode kuantitatif, khususnya Covariance-Based Structural Equation Modeling, penelitian ini bertujuan untuk memberikan wawasan berharga bagi pemasar yang ingin berinteraksi secara efektif dengan audiens. Penelitian ini memberikan wawasan bahwa kontrol perilaku yang dipersepsikan tidak memengaruhi niat beli. Di sisi lain, teori sosialisasi konsumen terbukti memiliki dampak melalui pengaruh positif dari paparan media terhadap sikap terhadap penempatan produk. Selain itu, penelitian ini membuktikan bahwa fanatisme konsumen berpengaruh positif terhadap sikap penempatan produk, sedangkan keterikatan terhadap idola tidak berpengaruh terhadap sikap tersebut. Pada akhirnya, sikap terhadap penempatan produk dan pengaruh sosial normatif terbukti memiliki sifat nyata dengan memberikan dampak positif terhadap niat beli.

Kata Kunci: Penempatan Produk; Indonesia; Gen Z; Niat Pembelian; Peran Media; Kognisi Terkait Konsumsi

INTRODUCTION

Media culture encompasses the diverse elements portrayed across platforms like theater, cinema, painting, and art, significantly influencing society's political, economic, and educational spheres (Krynzhina, 2023). Traditional advertising is becoming less effective due to technological advancements fragmenting media outlets and empowering consumers, pushing traditional advertising towards decline (Rust and Oliver, 1994). As a result, advertisers are turning to more natural content, like product placement, which seamlessly integrates brands into media content (Williams et al., 2011).

This shift in marketing strategy aligns with changing viewer behaviors, where traditional TV is being replaced by streaming services to avoid commercials (Kaur, Sharma, Bakshi, 2021). Binge-watching has become common, increasing exposure to indirect advertising like product placement, which influences consumer attitudes and desires (Kwon & Jung, 2013). The TV show "Friends" exemplifies successful product placement, notably increasing consumer interest in brands like Pottery Barn (Russell, 2002).

Despite the global adoption of product placement, its acceptability varies. Some research indicates it enhances realism and enjoyment (Chakravarty et al., 2010; Ang, 1985), while others suggest it can disrupt viewing experiences (de Gregorio & Sung, 2010). The beauty category, particularly influenced by the Korean Wave or «Hallyu,» has seen significant interest due to the popularity of Korean culture, including K-dramas, which has shaped global beauty trends (Jung & Lee, 2009).

Indonesian Gen-Z, a substantial market segment, has shown a strong preference for K-dramas, especially during the COVID-19 pandemic, with high consumption rates of Korean entertainment (JAKPAT, 2023). Gen-Z is financially prudent, often creating and adhering to monthly budgets (IDN Times, 2024). They spend a notable portion of their limited disposable income on beauty products, making them a prime target for product placement in K-dramas.

This study aims to explore the impact of product placement in K-dramas on the purchase intentions of Indonesian Gen-Z. Previous research has focused on Indonesians in general and the brand positioning effects of product placement, but this study will specifically examine how peer communication and financial management influence Gen-Z's purchase behavior in the context of K-dramas.

METHODS

There are three primary methods for conducting descriptive research: (1) Surveys, (2) Observations, and (3) Case Studies. Surveys will be the primary data gathering strategy employed in this study. Surveys will take the form of a self-completed online questionnaire, using Google Form. Alongside questionnaires, past journals and related case studies will be gathered to validate data collected from the survey. Online survey will be disseminated to a preset sample using predetermined parameters – will be mentioned in detail in the following subsections. Advantages of self-completed online questionnaires, according to Sreejesh et. al (2014), ease the process of data collection through standardized and categorized question sets which facilitate systematic organization of large data sets to ensure results consistency, reliability and resource efficiency.

The target population is a group of elements that share certain qualities in common, which leaves room for researchers to analyze and conclude interpretation from the data (Malhotra, 2010). On the other hand, the target sample focuses on the portion of the selected population to participate in this study. Table 1 below provides a description of the chosen target population and sample employed in this study.

Table 1. Research Population and Sample

	Description
Population	Indonesian Gen-Z (born 1997 - 2012) with high exposure and familiarity towards Korean Television drama.
Sample	340 Indonesian Gen-Z (born 1997 - 2012) who have high exposure and familiarity towards K- POP culture, especially Korean Television drama.

Population of this study are all Indonesian Gen-Z (born 1997 - 2012) with high familiarity towards K-Drama. The total sample employed in this study is 340 respondents. This calculation refers to the 10-times rule method by Goodhue et al. (2012), where the recommended sample size equals to the total number of indicators (in this research 34) multiplied by 10. Furthermore, a large sample size is needed to test the model framework on AMOS.

This study will employ a purposive sample technique supplemented by purposive sampling, which according to Andrade (2020), is a sample technique that takes into account specific factors. A purposive sampling strategy selects a group of respondents based on specific criteria that are closely connected to a previously known population. This allows researchers to select and collect samples that meet specific criteria based on the research aims. These requirements include; Indonesian Gen-Z residents of Jabodetabek who have had extensive exposure and knowledge of K-Dramas.

This research will test the collected data from questionnaires using Covariance-Based Structural Equation Modeling (CB-SEM). The reason behind the chosen test procedure is due to the nature of this research that focuses on theory testing of our chosen variables. Using Theory of Planned Behavior and Customer Socialization as the fundamental framework for this research, the SEM focuses on confirmatory theory testing – where researchers solely developed a single model with past empirical data to support. This research follows the two steps procedure to analyze the structural model

Afthanorhan et al. (2018, 2019); Mohamad et al. (2017, 2018, 2019); Awang et al. (2018). Confirmatory Factor Analysis (CFA) is used to test validity (convergent and divergent) as well as reliability of measurement models. Furthermore, SEM is used to test the hypotheses and estimate the structural model's parameters.

Validity test determines the accuracy of a measurement when employed in a study (Linn, R.L., 2000; Stewart, C.D., 2009). It measures the degree to which a variable is able to reflect every latent construct. Testing validity is one of the main purposes of Confirmatory Factor Analysis (CFA). There are two main validity constructs; convergent validity and discriminant validity. Convergent validity is the measurement of the degree to which one same trait is measured with a different method (Hill & Hudges, 2007). An example of convergent validity is when a series of tests are conducted to test certain skills. The degree of how each test is related determines the degree of convergent validity. Several metrics determine a good convergent validity, including Standardized Loading Factor (SLF) $\geq$ 0.70, construct reliability (CR) $\geq$ 0.70, and average variance extracted (AVE) $\geq$ 0.5.

Inversely proportional to convergent validity, discriminant validity is used to determine if one latent variable differs from another (Hill & Hudges, 2007). An example is when a series of tests are conducted and the lack of correlation between each test determines a high discriminant validity. According to Imam Ghozali (2014:141), to test the correlation of certain latent variables is by comparing the square root value of Average Variance Extracted (AVE) of the chosen latent

variable with the correlation value between constructs.

RESULTS AND DISCUSSION
1. Result of Pilot Test

A pilot test is conducted to ensure the feasibility of the research that will be undertaken.During the pilot test, an online survey was distributed by researchers to 40 respondents that includes a total of 31 indicators which have been translated to Bahasa Indonesia. After a period of data gathering, results were used to conduct validity and reliability tests using SPSS software. The validity test was evaluated by looking at the Kaiser-Meyer-Olkin (KMO) value and significance value of Bartlett's Test of Sphericity, while the reliability test will be evaluated by the researcher using Cronbach's Alpha value results. These two tests assisted researchers to evaluate the effectiveness of each indicator and whether any indicator is advised to be removed. Below are the results of the pilot test:

Reliability test is measured using the value of Cronbach's Alpha, with its value ranging from zero to one. A higher Cronbach's Alpha value, which approaches one, signifies an improvement in the variable's reliability (Zikmund et al., 2013). According to Nunnally and Bernstein (1994), a minimum threshold value of 0.7 is required for internal consistency to be considered excellent. Table 2 provides the fundamental threshold values for Cronbach's Alpha on the Likert scale.

Table 3 shows the Cronbach's Alpha value during the pilot test.

Based on Table 4, all variables have a Cronbach's Alpha reliability level above the minimum reliability value. However, referring to the variables of Attitude towards Product Placement (APP) and Perceived Behavioral Control (PBC), the value of accepted reliability value falls under the lower spectrum of the range. Hence, researchers further analyze the variable(s) advised to be removed to increase the reliability value spectrum. The values obtained through Cronbach's Alpha If Item Deleted are as shown in table 4.

Table 2. Cronbach's Alpha Level of Reliability

Cronbach's Alpha Value	Level of Reliability (Internal Consistency)
α ≥ 0,9	Excellent
0,9 > α ≥ 0,8	Good
0,8 > α ≥ 0,7	Acceptable
0,7 > α ≥ 0,6	Questionable
0,6 > α ≥ 0,5	Poor
0,5 > α	Unacceptable

Table 3. Cronbach's Alpha on Pilot Test

Variables	Number of Indicators	Cronbach's Alpha Coefficient
Media Exposure (ME)	3 Indicators	0.862
Attitude towards Product Placement (APP)	4 Indicators	0.946
Normative Social Influence (NSI)	6 Indicators	0.918
Perceived Behavioral Control (PBC)	4 Indicators	0.527
Idol Attachment (IA)	5 Indicators	0.813
Consumer Fanaticism (CF)	5 Indicators	0.656
Purchase Intention (PI)	4 Indicators	0.920

Table 4. Cronbach's Alpha Coefficient If Item Deleted Pilot Test

Variables	Cronbach's Alpha if Item Deleted	Variables	Cronbach's Alpha if Item Deleted
ME1	0.910	APP1	0.284
ME2	0.717	APP2	0.391
ME3	0.800	APP3	0.754
		APP4	0.403

Variables	Cronbach's Alpha if Item Deleted	Variables	Cronbach's Alpha if Item Deleted
IA1	0.932	CF1	0.904
IA2	0.937	CF2	0.869
IA3	0.939	CF3	0.897
IA4	0.937	CF4	0.921
IA5	0.924	CF5	0.907

Variables	Cronbach's Alpha if Item Deleted	Variables	Cronbach's Alpha if Item Deleted
NSI4	0.778	PBC1	0.589
NS16	0.802	PBC2	0.523
		PBC3	0.641
		PBC4	0.604

Variables	Cronbach's Alpha if Item Deleted
PI1	0.935
PI2	0.853
PI3	0.899
PI4	0.891

The findings of the Cronbach's Alpha values after removing items are displayed in Table 4. From this result, researchers retested reliability as well as validity after items APP-3 was deleted in hope to improve Cronbach's Alpha values for respective variables.

For the variable of Attitude towards Product Placement (APP), Cronbach Alpha improved from 0.527 to 0.754 after item APP-3 was deleted. This is further analyzed using the Kaiser-Meyer-Olkin (KMO) for validity test to see whether the indicator also increases the validity value if deleted. After comparison using the KMO, researchers decided to delete item APP-3 as it also increases validity value for the Attitude towards Product Placement from a KMO value of 0.656 to 0.677 after item APP-3 was deleted.

2. Result of Main Test

Below is a general overview pertaining to the characteristics of the respondents. To carry out the main testing phase, the researcher distributed questionnaires over a one- week period. During this interval, 337 respondents were successfully obtained. Upon continuing the next step of data processing, researchers cleaned the data to remove responders who did not satisfy the previously defined criteria for further data analysis. Following data cleaning, a total of 32 respondents were deemed invalid based on qualifying criterias. Respondents elimination is based on the three initial screening questions at the beginning of the questionnaire and each respondent who did not qualify in either of the three criteria with addition to respondents considered outliers

Table 5. Total Respondents

Total of 330 respondents who filled the questionnaire	
Out of 337 total respondents, 11 respondents were not Gen-Z (*failed qualifying question #1*) = 326 respondents left	Out of 337 total respondents, 32 respondents were invalid
Out of 300 respondents, 12 respondents did not have a 6-hour-daily-screen- time in the past month (*failed qualifying question #2*) = 314 respondents left	
Out of 278 respondents, 5 respondents have not encountered beauty product placement in K-Drama (*failed qualifying question #3*) = 309 respondents	
Out of 309 respondents, 4 respondents answer was outlier (*failed qualifying outlier qualification*) = 305 respondents	
Total of 305 valid respondents	

were deemed invalid. This execution resulted in a total of 305 valid respondents for further data processing. Upon processing data through SEM, researchers have also found an error while observing data for PBC, as questions included in the questionnaire were stated negatively, while hypothesis created for variables under PBC was stated to positively influence. With such knowledge, researchers proceeded to transform the raw data's likert scale in contrast to the original likert scale used for other variables; the value 1 (strongly disagree) becomes 5 (strongly agree), while the value 2 (disagree) becomes 4 (agree), and vice versa.

In this study, the researcher conducted reliability testing using two measures to assess internal consistency: Cronbach's Alpha (CA) and Composite Reliability (CR). Cronbach's Alpha serves as a metric to gauge the level of consistency among the observed variables within a latent variable (Cronbach, 1951). In evaluating the consistency of the observed variables, both Cronbach's Alpha and Composite Reliability have minimum acceptable values. For Cronbach's Alpha, a minimum acceptable value of 0.7 is required to ensure that the observed variables measure the same construct (Hair et al., 2017; Bagozzi & Yi, 1988), and Composite Reliability also shares the same minimum threshold of 0.7 (Fornell & Larcker, 1981).

Based on the data in Table 7 regarding Cronbach's Alpha and Composite Reliability (CR) values: Cronbach's Alpha and composite reliability scores for all latent variables are greater than

Table 6. Total Respondents

Dimension	Item	Frequency	Percentage
Age	12 - 17 Y.O	58	22%
	18 - 22 Y.O	87	33%
	23 - 27 Y.O	118	45%
Domicile	JABODETABEK	213	81%
	Surabaya	18	7%
	Medan	17	6%
	Bali	15	6%
Monthly income	< Rp 3.000.000	23	9%
	Rp 3.000.000 - Rp 5.000.000	98	37%
	Rp 5.000.000 - Rp 7.000.000	95	36%
	> Rp 7.000.000	50	18%

Table 7. Result of Cronbach's Alpha and Composite Reliability (CR)

Latent Variable	Cronbach's Alpha (CA)	Composite Reliability (CR)
Media Exposure	0.826	0.826
Idol Attachment	0.615	0.615
Consumer Fanaticism	0.873	0.873
Normative Social Influence	0.562	0.562
Attitude Towards Product Placement	0.852	0.852
Perceived Behavioral Control	0.658	0.658
Purchase Intention	0.863	0.863

0.7, indicating generally acceptable reliability. Based on the results, it implies that all variables displayed acceptable values for both Cronbach's Alpha and Composite Reliability, indicating an acceptable internal consistency. While still above the minimum criterion, it indicates that the scale's items should be examined further or refined to improve reliability. In summary, based on the data shown in Table 7, all of the study's latent variables have good to outstanding reliability.

Researchers conducted an assessment of construct validity through factor loading. This entailed employing convergent validity and discriminant validity to gauge the acceptability of construct validity. Convergent validity aimed to ascertain the alignment between the measured variables and the constructs under study (Kline, 2016). Through the utilization of metrics - Average Variance Extracted (AVE) and Composite Reliability (CR) - the assessment of convergent validity elucidated the degree of correlation among indicators within the same construct.

Based on Table 8, the loading factor values for all items exceed 0.5, indicating that all indica-

Table 8. Result of Cronbach's Alpha and Composite Reliability (CR)

Latent Variable	Item	Factor Loadings	AVE	CR
Media Exposure	ME1	0.759	0.615	0.827
	ME2	0.829		
	ME3	0.762		
Idol Attachment	IA1	0.889	0.772	0.931
	IA2	0.854		
	IA4	0.864		
	IA5	0.906		
Consumer Fanaticism	CF1	0.793	0.682	0.916
	CF2	0.866		
	CF3	0.851		
	CF4	0.805		
	CF5	0.809		
Normative Social Influence	NSI1	0.816	0.658	0.852
	NSI2	0.779		
	NSI3	0.837		
Attitude Towards Product Placement	APP1	0.728	0.562	0.794
	APP2	0.761		
	APP4	0.760		
Perceived Behavioral Control	PBC1	1	0.613	0.864
	PBC2	1.135		
	PBC3	1.069		
	PBC4	0.98		
Purchase Intention	PI2	0.801	0.600	0.817
	PI3	0.746		
	PI4	0.776		

tors meet the criteria and are acceptable (Hair et al., 2019). Furthermore, the Average Variance Extracted (AVE) values for all variables. This indicates that the relationships between variables meet the standards, and the study has also met the criteria for convergent validity. Additionally, convergent validity meeting the criteria implies that the measured variables of existing constructs are indeed related (Fornell & Larcker, 1981). It can also be observed that the Composite Reliability (CR) values suggest that all measured variables in this study have good internal consistency. This can be seen from the Composite Reliability (CR) values exceeding 0.7, thus concluding that each variable meets the criteria.

Researchers also performed confirmatory factor analysis (CFA). CFA is a component of Structural Equation Modeling (SEM) aimed at evaluating how well indicators reflect latent variables (Anderson & Gerbing, 1988). CFA is also employed to determine how measured variables can logically and systematically represent a construct within a specific model. According to Hair et al. (2017), a minimum factor loading value of 0.5 is considered acceptable, indicating strong enough validity to explain latent construct variables. The researcher executed elimination of indicators during the pilot test, based on reliability and validity performance of each indicator. All p-values are significant, and standardized factor loadings range from 0.531 to 0.896. Table 9 below presents the results of p-values and standardized factor loading values for CFA in this study.

The Goodness of Fit test was conducted in this study to ensure the model's compatibility with the data. This assessment comprises three components: absolute, incremental, and parsimonious fit indices, all assessed concurrently. Color indicators are employed, with green indicating a good fit and orange indicating a moderate fit. As stated by Kline (2015), if the Goodness of Fit value is satisfactory, the model is deemed acceptable. Conversely, if the Goodness of Fit outcome is unsatisfactory, the model necessitates modification or rejection.

Absolute fit indices assess how well a predefined model matches the sample data (McDonald and Ho, 2002) and indicate which proposed model has the best fit. We measure the absolute fit criteria using the model chi-square, a traditional measure for evaluating overall model fit, which shows that it qualifies to be considered as good fit. The chi-square output is 2573.131, as such showing that it is indeed $\geq 0,05$, therefore considered as a good fit for the model.

The following index used is incremental fit, which measures complexity as an additional support indicator. In the incremental section, two indices are employed, NFI and IFI. It can be observed that both CFI and NFI are considered a good fit as they all have values above the threshold of 0.90 and 0.09. NFI has the value of 0.693, while IFI has the value of 0.950. Therefore, the indices from the incremental fit are also acceptable.

Table 9. Goodness of Fit Results

Goodness of Fit Index	Category		Output	Information
Absolute Fit Measure				
	Chi-Square	$\geq 0,05$	2573.131	Good fit
Incremental Fit Measure	NFI	$> 0,90$	0.693	Good fit
	IFI	$\geq 0,09$	0.950	Poor fit
Parsimonious Fit Measure	AIC	Positif dan lebih kecil	2699.131	Good fit
	BIC	Positif dan lebih kecil	2933.51	Good fit

Table 10. Hypothesis Results

Hypothesis	Influence	P-Value	Beta	Information
H1	ME → APP	0	0	Accepted
H2	IA → APP	0.750	0.750	Rejected
H3	CF → APP	0.560	0.560	Accepted
H4	NSI → APP	0.043	0.043	Accepted
H5	APP → PI	0	0	Accepted
H6	NSI → PI	0.619	0.619	Rejected

The last index used for measurement is parsimonious fit, which evaluates model simplicity. It can be seen that the results of all parsimonious indices, namely AIC, and BIC, are considered a good fit and are acceptable. Thus, it can be concluded that the tested model fit falls into the category of a good level.

Based on Table 10, the p-value generated by H1 indicates a P-value of 0 and positive beta of 0.214. This implies that the variable of degree of media exposure does positively affect attitude towards product placement; thus, in this study, H1 is accepted. The acceptance of H1 indicates that consumers are more likely to be driven to increase purchase intention upon products they encounter repetitively.

H1 has a P-value of 0, implying that the research hypothesis has a significant influence between the variables studied. Furthermore, the □ beta coefficient has a value of 0.752, indicating that there is a positive relationship between the variables. To put it differently, this hypothesis claims that there is a positive influence between the frequency of media exposure of K-Drama towards individuals' attitude towards product placement.

The p-value generated by H2 shows a P-value of 0.560. This indicates that this hypothesis accepts the null hypothesis, to put differently, this hypothesis is rejected. Therefore, it can be said that the degree of idol attachment does not affect consumers' attitude towards product placement.

The research findings indicate that H3 is accepted with a P-value of 0. This implies that the proposed significant influence of CF towards APP in H3. Furthermore, with a beta value of 0.617, this implies a proportional relationship between the variables, whereas the variables move in the same direction. The acceptance of H3 may be due to the strong emotional attachment fans have towards both the products and the dramas. This intense loyalty and identification with brands featured in K-dramas lead fans to perceive product placements as endorsements from their beloved characters, fostering a positive attitude towards the products.

The research findings show that H4 is significant with a p-value of 0 and has a beta value of 0.894. This indicates that the research accepts the hypothesis. This can be affected by the psychological phenomenon of persuasion and the influence of media on consumer behavior. When viewers develop a positive attitude towards products featured in K- dramas, they are more likely to perceive these products favorably and associate them with the desirable lifestyles or qualities depicted in the dramas.

This research indicates that the p-value obtained for H5 is 0.033, indicating that this hypothesis is accepted to have significant influence. Furthermore, a β (beta) value of 0.118 indicates a significant proportional relationship between the variable NSI towards PI, whereas as one variable increases, the other variable also increases.

Additionally, H6 also shows that the hypothesis is rejected with a p-value of 0.247. This can be interpreted as the variable of perceived behavioral control may be overshadowed by other factors outside of the TPB framework. Individuals may perceive themselves as capable of making a purchase, however without internal willingness, perceived power becomes pointless.

MANAGERIAL IMPLICATION

The practical implications of this research involve providing insights on factors that influence Gen-Z's purchase intention through product placement for marketers targeting this demographic. By understanding these factors, marketers can tailor their product placement strategies to effectively appeal to Gen-Z consumers. Price and promotions are major factors that motivate Indonesian Gen Z to shop online. The landscape of online shopping in Indonesia has experienced rapid growth, especially through e-commerce websites and social commerce platforms, largely driven by the onset of the COVID-19 pandemic (IDN Media, 2024).

Through indicators used for our research, the item ME2 (I often come across K-Drama content on the Internet) shows the biggest correlation of the indicator towards the variable, although it is worth noting that as the word internet was not defined through the questionnaire, many respondents may perceive the word internet according to their own perception. As such, researchers would rather advise marketers to pursue social media optimization as the second biggest correlation towards the variable media exposure is the item ME3 (I often come across K-Drama content on social media). This insight aligns with the result of previous research from IDN Media (2024) that stated the majority of Indonesian Gen-Z spend around 1-6 hours on social media daily. With this knowledge, marketers may optimize more towards social media advertising and the use of KOL (Key

Opinion Leader). The top three most used social media applications chosen by Gen-Z are Instagram, TikTok, and X (previously known as Twitter).

In accordance with repetition of exposure, although similar with the value of other items, the item APP2 (I don't mind if a K-Drama character uses a certain beauty brand repetitively), shows the biggest correlation towards the variable attitude towards product placement. As proven by previous research, the more positive attitude towards a given behavior provides a better chance of building intention towards the behavior. As such, according to the item mentioned, marketers may increase the frequency needed by consumers to ensure awareness of products that are promoted, as well as ensuring brand recall. This can be achieved by putting product placement into multiple scenes throughout the drama, or putting product placement in multiple episodes. Though it is also worth noting that details of threshold regarding the limit of when frequency is deemed as overwhelming was not part of this research, as such further details into such a subject in the future may be useful in determining detailed numeric frequency that can be accepted by consumers.

This study also indicates that the most effective factor to drive purchase intention is the attitude towards product placement. Through these insights, marketers can understand that the fundamental driver of purchase intention is driven internally, rather than external influences such as peer influence. Furthermore, the study underscores the importance of novelty and uniqueness in product placement to capture Gen-Z's attention and drive purchase intention. Therefore, marketers should focus on creating unique and memorable product placement experiences that stand out in a crowded marketplace. Whether through creative storytelling, immersive experiences, or innovative collaborations, marketers can pique

Gen-Z's interest and stimulate their purchase intention through product placement initiatives that offer something new and exciting.

As normative social influence plays a positive role in building intention, marketers may take into consideration word-of-mouth and how information regarding the products are displayed. Stated by NSI2 (I frequently gather information from friends or family about a product before I buy), customers also do their own research through trusted people in their environment, including peers and families. Building a good and positive brand image will help brands in ensuring a positive word-of-mouth and gain trust from potential customers. A positive brand image can be gained from building brand equity. As theorized by Keller in 1991, brands may provide an emotional aspect through its imagery. Through imagery, brands should fulfill customers' social and psychological needs, this may vary according to how brands would like to be perceived and their unique selling point to be encouraged towards customers.

Although perceived behavioral control is important in the consumer decision-making process, it may not always influence purchase intention. As discovered by other similar past research, factors, such as; perceived product quality, pricing and brand reputation might have greater significance in driving purchase intention rather than individuals' perceived power over that particular behavior. Henceforth, for this variable marketers might need to shift focus onto alternative factors that might hold greater significance in driving purchase intentions.

Lastly, purchase intention in K-Drama is proven to be driven by media exposure to K-Drama scenes in relation to beauty product placement practice. In reference to indicators in this study, PI2 (I would like to try brands shown in K-Drama)

indicates the biggest correlation to the variable, noting that intention to purchase is highly driven by personal encounter with the brand through media exposure, further validating the influence of repeated media exposure in driving purchase intention through positive attitude towards beauty product placement practices.

CONCLUSION

It can be concluded that this study has fulfilled all the objectives outlined in Chapter I. The first objective was to identify whether media exposure of beauty brands' product placement in K-Dramas affected Gen-Z's attitude towards product placement. The second objective was to understand whether idol attachment and consumer fanaticism affect Gen- Z's attitude towards beauty product placement in K-Drama. The third objective was to understand whether attitude towards product placement, normative social influences, and perceived behavioral control affect Gen-Z's purchase intention of beauty brands in K- Drama.

The research findings indicate that 4 out of 6 factors positively influence Gen-Z purchase intention towards beauty brands. Under the scope of media exposure, researchers analyze that in the context of K-dramas, where product placements are prevalent, frequent exposure to these placements through media channels enhances consumers' familiarity with the featured brands. Hence, the degree of media exposure affects attitude towards product placement whereas consumers are driven to increase positive attitude when repetitively encountering certain products.

On the contrary, the degree of idol attachment does not significantly affect attitude towards product placement. Researchers speculate that this is driven by the nature of the attachment itself. While individuals may feel a strong emotional connection to their favorite idols, this attachment may not necessarily extend

to the products they endorse or appear with in K- dramas. Consumer fanaticism, however, does have a positive affect towards attitude towards product placement. This notion proves that consumers are more attached towards the K-Drama itself rather than the idol that they are inclined to develop a positive attitude towards certain brands appearing on the K-Drama.

Furthermore, attitude towards product placement is proven to have positive effects towards purchase intention. Consumers' attitudes towards product placement serve as a crucial determinant of their acceptance or inclination towards beauty brands encountered on series. Furthermore, the persuasive influence of product placement in shaping consumer attitudes highlights its effectiveness as a marketing tool in leveraging purchase intention. In addition, the acceptance of significant effects of normative social influence towards product placement underscores the significant role of social interactions in shaping consumer attitudes. Through peer communication, individuals within communities formed around K-drama fandoms are influenced by the opinions and behaviors of their peers. This social influence creates a norm within these communities, encouraging individuals to adopt positive attitudes towards products featured in K-dramas.

On the other hand, perceived behavioral control, although reflective of individuals' confidence in their ability to make purchases, may not exert a direct influence on purchase intention. Other factors, such as attitudes towards the product, social influence, or situational factors, may overshadow perceived behavioral control in driving purchase intention. Thus, understanding the interplay between idol attachments, perceived behavioral control, and other variables provides valuable insights into the complexities of consumer decision-making processes within the realm of product placement in K-dramas. As a result, although studies with different contexts, the overall findings in this research mainly supports the two main reference journals used in the development of research framework. ◥

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