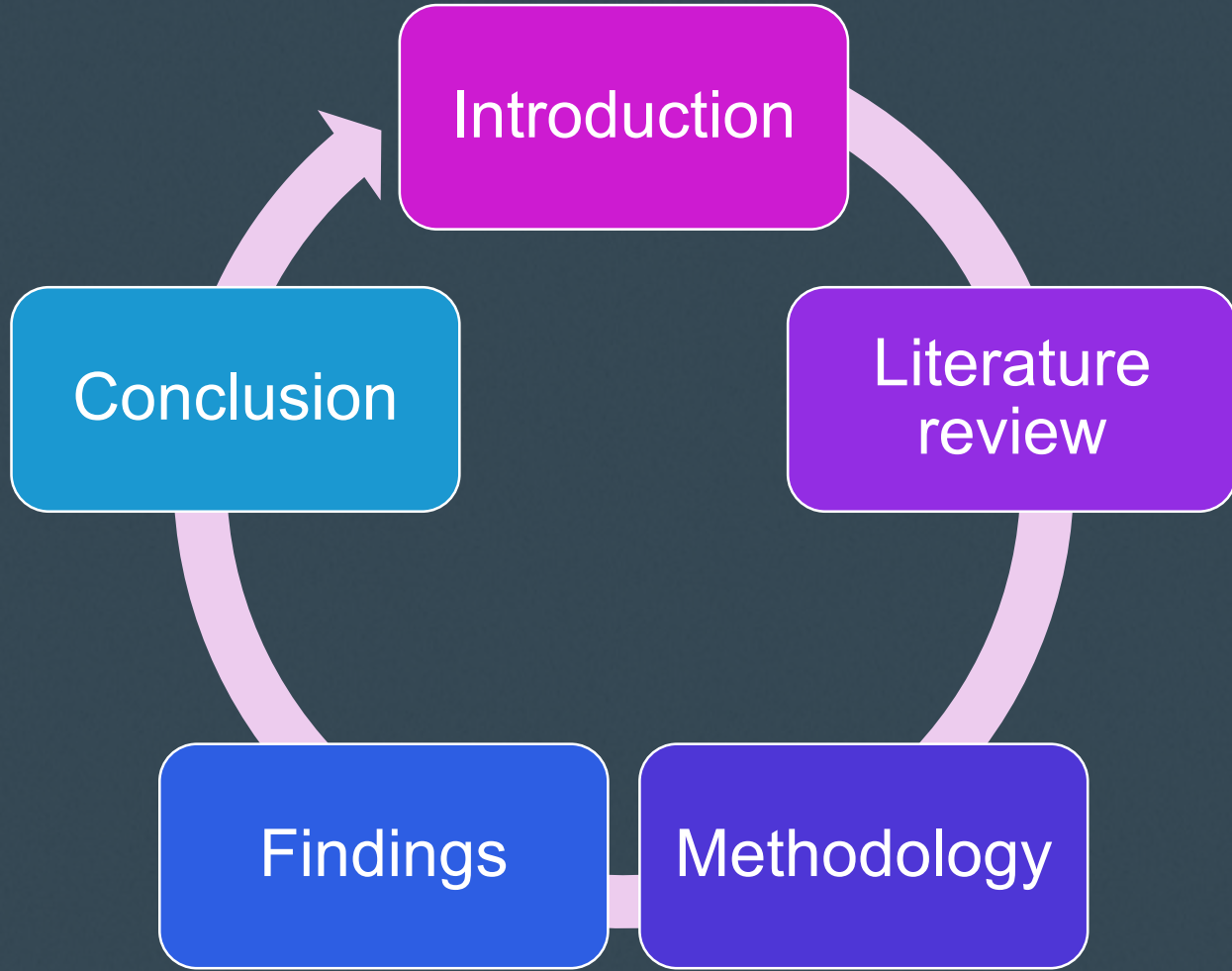


# ANTECEDENT FACTORS THAT AFFECT PURCHASE INTENTIONS OF KOREAN CONSUMER PRODUCTS: A FOCUS ON K-DRAMA BINGE- WATCHERS IN MALAYSIA

*ASSOC. PROF. DR TENGKU SITI AISHA TENGKU M.  
AZZMAN, ADLINA RAZAK, NUR AMANINA M. NAJIB, MA  
XIAO CHUN & M. AL-KHWARIZMI GAMON*

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# CONTENT



# INTRODUCTION

- Consumer affinity may be a crucial factor in overcoming ethnocentric barriers and promoting a favourable attitude towards specific foreign countries and their products
- Celebrity spokesperson are often used to market global products; for active media users, being part of the fanbase for a certain celebrity may also influence how they feel towards a different culture, including its people and its product, and may lead to higher intentions to purchase consumer products from that country
- Thus, this study will examine intention to purchase consumer products based on the interaction between consumer cultural affinity towards Korea and audience involvement in streaming platform content related to K-dramas

# RESEARCH OBJECTIVES

Determine predictors to purchase intention of Korean consumer products among K-drama binge-watchers in Malaysia

Measure if audience's involvement with K-drama personae and show mediates the relationship between CA and PI

# RESEARCH HYPHOTHESES

H1: CA is positively related to PI

H2: PSI is positively related to PI

H3: MT is positively related to PI

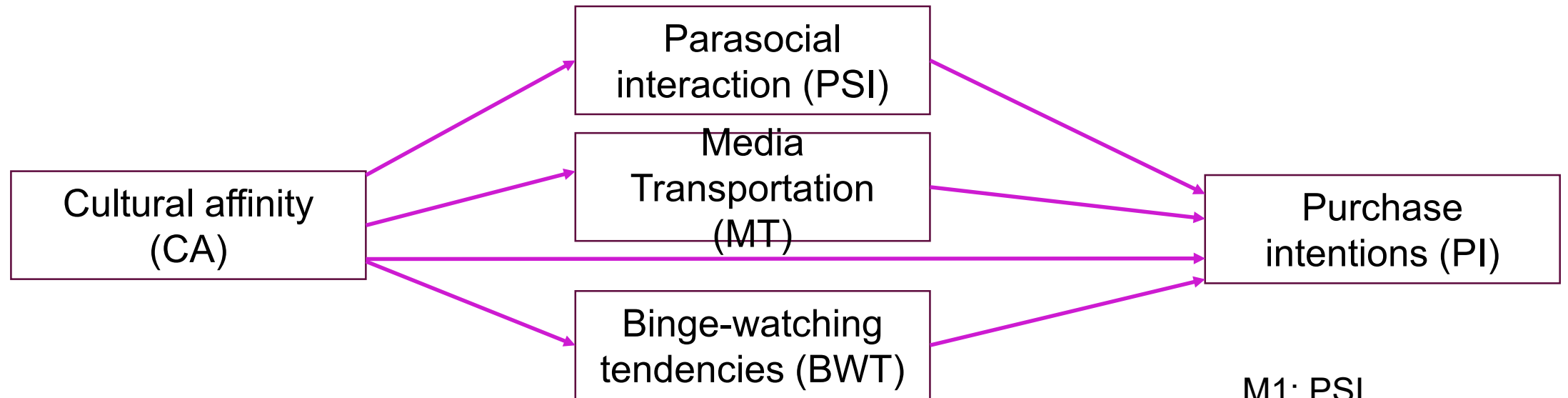
H4: BWT is positively related to PI

H5-a: PSI mediates the relationship between CA and PI

H5-b: MT mediates the relationship between CA and PSI

H5-c: BWT mediates the relationship between CA and PI

# CONCEPTUAL FRAMEWORK



M1: PSI  
M2: MT  
M3: BWT  
IV: CA  
DV: PI

# METHODOLOGY

Quantitative approach:  
cross-sectional survey  
design

Survey constructed  
using Google form and  
link distributed online to  
potential respondents

Main sample:  
Communication UG  
students; forward link to  
other students who  
watch K-dramas ( $N =$   
219)

Data collected from  
March to June 2023

# SCALES USED IN THE STUDY

No	Scale	Number of items	M	SD	Cronbach alpa	Source
1	Cultural affinity with Korea (CA)	7	3.19	.685	0.829	Papadopoulos, Banna & Murphy (2017)
2	Parasocial interaction with K drama character/celebrity (PSI)	20	2.92	.702	0.911	Bocarnea & Brown (2007)
3	Media transportation with K drama (MT)	5	3.36	.960	0.893	Appel et al. (2015)
4	Binge-watching tendencies (BWT)	4	3.37	.986	0.803	Granow et al. (2017)
5	Purchase intentions of Korean consumer products (PI)	5	3.04	.933	0.893	Chang & Chen (2022)



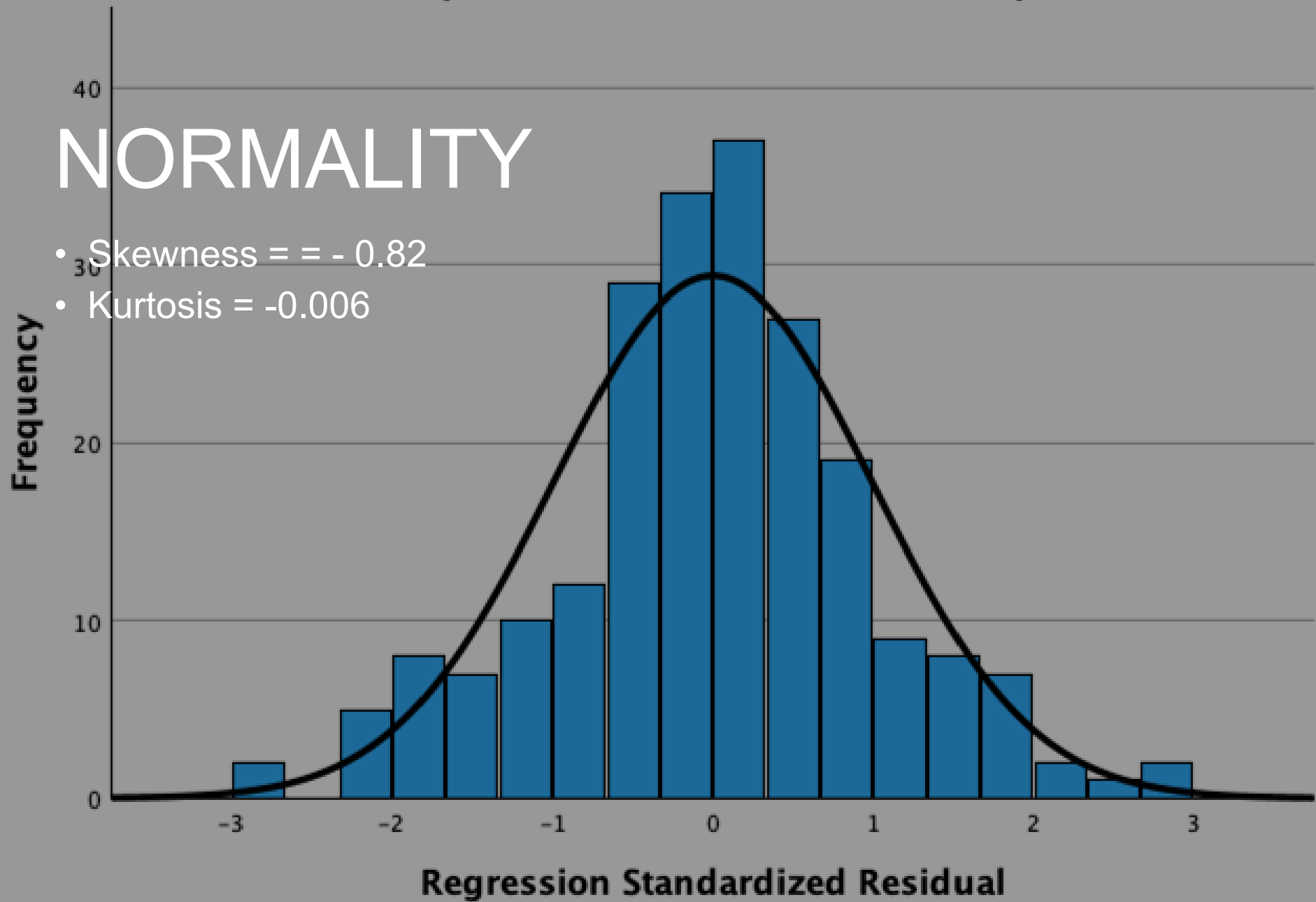
# Histogram

Dependent Variable: Total score for purchase intention

Mean = -1.79E-01  
Std. Dev. = 0.99  
N = 219

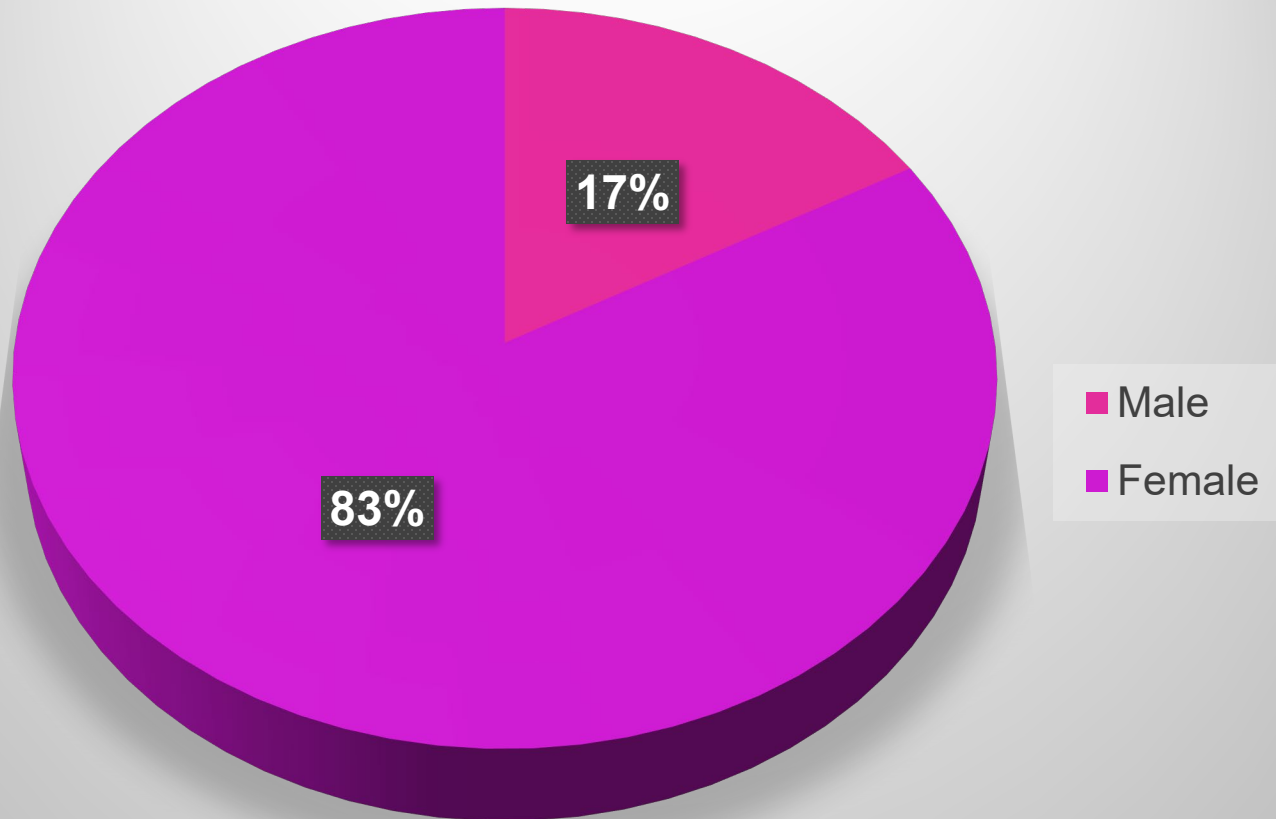
## NORMALITY

- Skewness = -0.82
- Kurtosis = -0.006

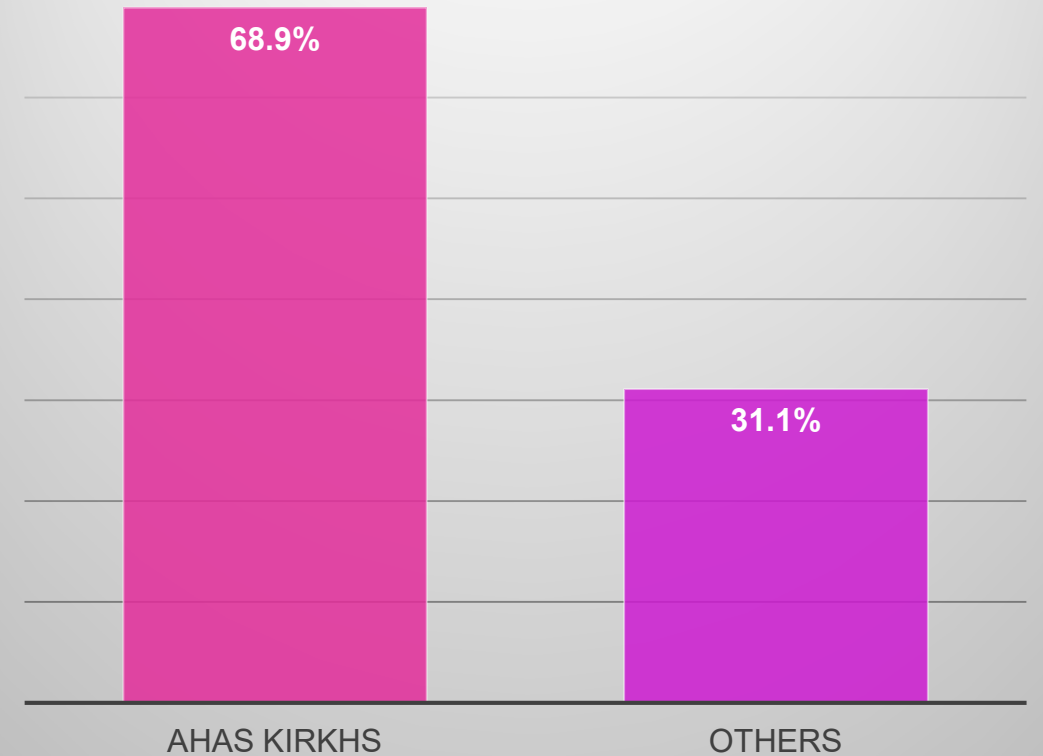


# FINDINGS

## Gender of K-drama binge watchers



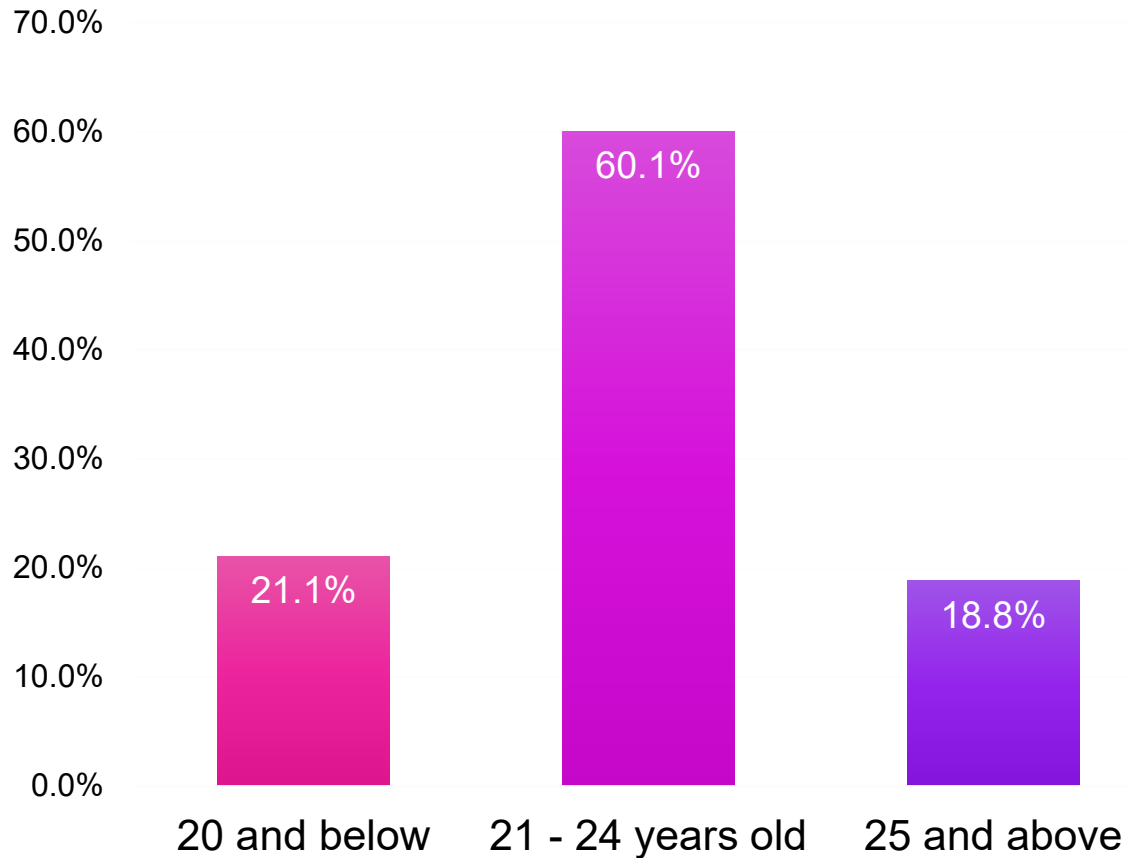
## Kulliyah



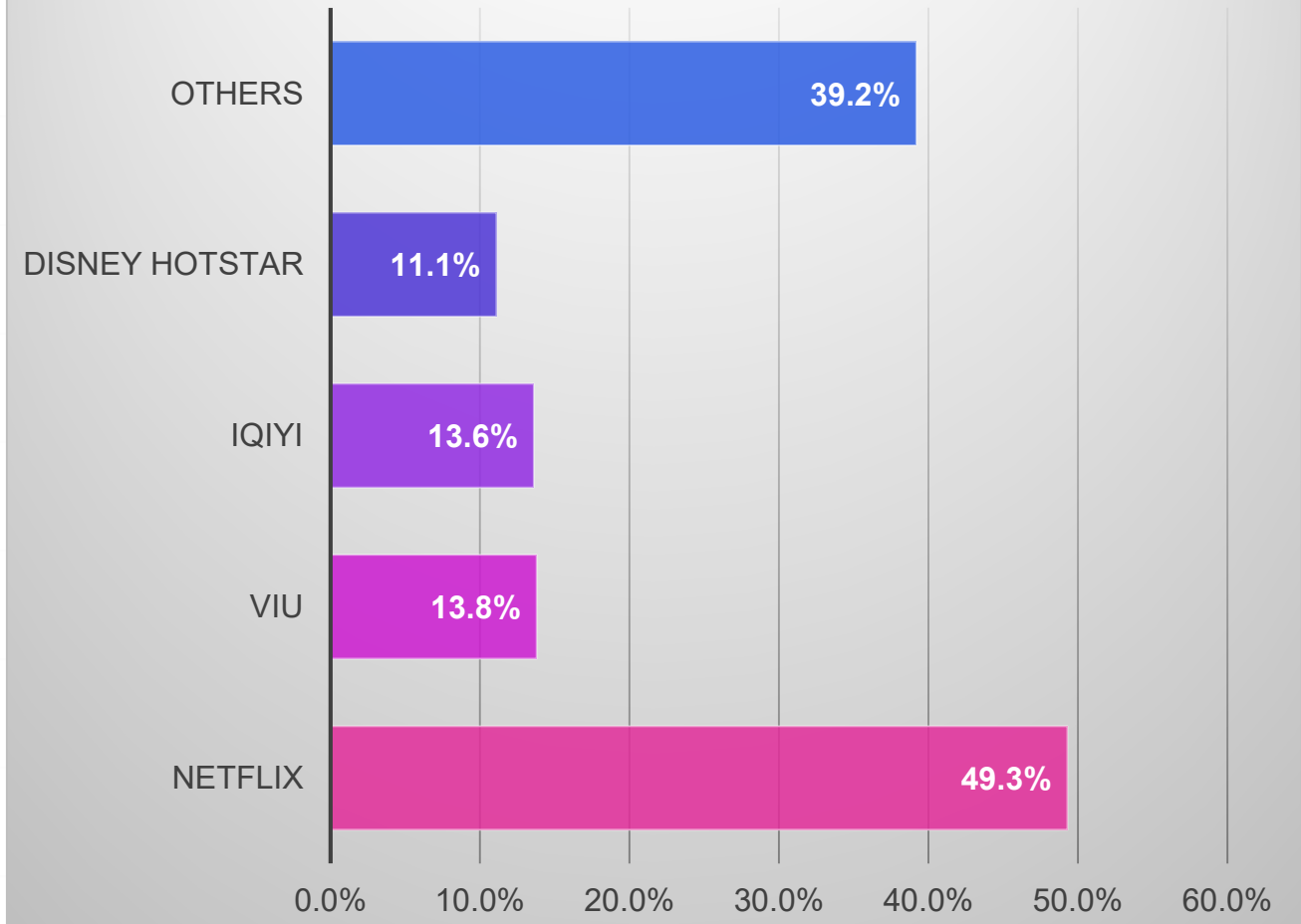
# FINDINGS

M = 22.32, SD = 2.60

## Age group

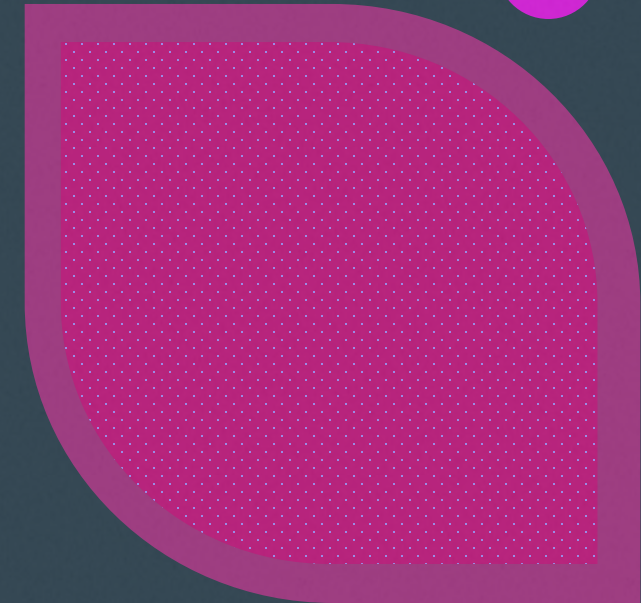
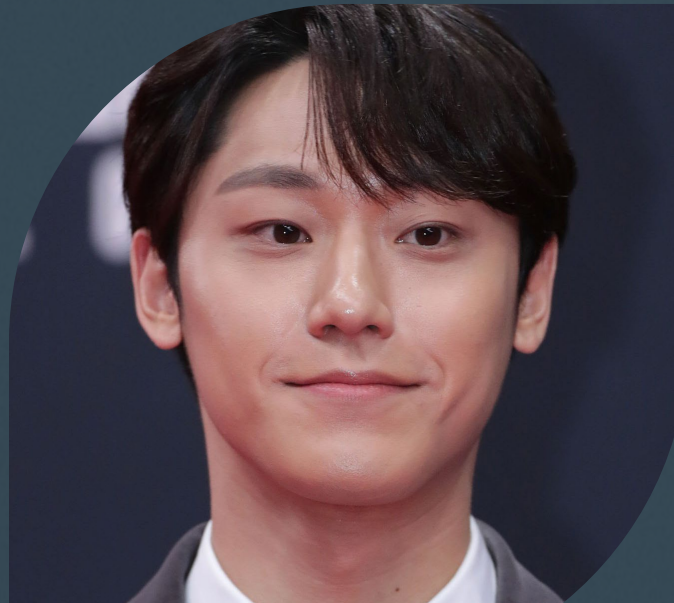


## Platforms used regularly to binge-watch



# FINDINGS

The most popular Korean actors/celebrities on K-drama that they binge-watch include Lee Min Ho, Lee Jong Suk and Lee Do Hyun



# Correlation matrices for all variables

	1	2	3	4	5	6
BWT	1					
CA	.349**	1				
PSI	.401**	.462**	1			
MT	.404**	.413**	.610**	1		
PI	.415**	.540**	.579**	.399**	1	

# H1-H4 (Predictors of PI)

OUTCOME VARIABLE:  
PI

## Model Summary

R	R-sq	MSE	F	df1	df2	p
.6708	.4500	.4877	43.7775	4.0000	214.0000	.0000

## Model

	coeff	se	t	p	LLCI	ULCI
constant	-.2556	.2579	-.9911	.3227	-.7639	.2527
CA	.4343	.0804	5.4039	.0000	.2759	.5928
PSI	.5153	.0901	5.7223	.0000	.3378	.6928
TRNPRT	-.0342	.0644	-.5312	.5958	-.1612	.0928
BWB_2	.1541	.0545	2.8284	.0051	.0467	.2614

## Standardized coefficients

	coeff
CA	.3189
PSI	.3877
TRNPRT	-.0352
BWB_2	.1627

# H5-a: PSI mediates the relationship between CA & PI

\*\*\*\*\* TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y \*\*\*\*\*

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
.7356	.0778	9.4529	.0000	.5823	.8890	.5401

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.4343	.0804	5.4039	.0000	.2759	.5928	.3189

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	.3013	.0611	.1906	.4287
PSI	.2437	.0594	.1390	.3702
TRNPRT	-.0198	.0418	-.0963	.0703
BWB_2	.0774	.0293	.0226	.1379

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	.2212	.0426	.1427	.3092
PSI	.1789	.0423	.1028	.2665
TRNPRT	-.0146	.0307	-.0721	.0515
BWB_2	.0568	.0213	.0164	.1010

# H5-b: MT does not mediate the relationship between CA and PI

\*\*\*\*\* TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y \*\*\*\*\*

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
.7356	.0778	9.4529	.0000	.5823	.8890	.5401

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.4343	.0804	5.4039	.0000	.2759	.5928	.3189

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	.3013	.0611	.1906	.4287
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TRNPRT	-.0146	.0307	-.0721	.0515
BWB_2	.0568	.0213	.0164	.1010



# H5-c: BWT mediates the relationship between CA & PI

\*\*\*\*\* TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y \*\*\*\*\*

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
.7356	.0778	9.4529	.0000	.5823	.8890	.5401

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.4343	.0804	5.4039	.0000	.2759	.5928	.3189

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	.3013	.0611	.1906	.4287
PSI	.2437	.0594	.1390	.3702
TRNPRT	-.0198	.0418	-.0963	.0703
BWB_2	.0774	.0293	.0226	.1379

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	.2212	.0426	.1427	.3092
PSI	.1789	.0423	.1028	.2665
TRNPRT	-.0146	.0307	-.0721	.0515
BWB_2	.0568	.0213	.0164	.1010

# Predictors of purchase intentions of Korean consumer products

Hypothesis	Regression Weights	Beta Coefficient	t-value	p-value	Results
H1	CA -> PI	.4343	5.404	.000	H1 is supported
H2	PSI -> PI	.5153	5.722	.000	H2 is supported
H3	MT -> PI	-.0342	-0.531	.595	H3 is not supported
H4	BWT -> PI	.1541	2.828	.005	H4 is supported

# Mediation analysis summary (H5a-b)

Relationship	Total Effect	Direct Effect	Indirect Effect	Confidence interval		t-statistics	Results
				LLCI	ULCI		
CA -> PSI -> PI	0.736 (p = .000)	0.434 (p = .000)	0.244	0.139	0.370	3.705	H5-a is supported
CA -> MT -> PI	0.736 (p = .000)	0.434 (p = .000)	-0.198	-0.076	0.053	0.470	H5-b is not supported
CA -> BWT -> PI	0.736 (p = .000)	0.434 (p = .000)	0.077	.0226	.1379	2.642	H5-c is supported

# CONCLUSION

- Audience involvement in media content may influence purchasing behavior
- In this study, relationships formed with Korean Netflix celebrities and media characters can influence the relationship between cultural affinity and intention to purchase Korean consumer products
- Thus, celebrities and media characters indirectly play the role as a celebrity spokesperson in influencing how viewers feel about a particular culture and how positive feelings about a culture translates to purchasing behavior