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Antecedents of purchase intention of Korean consumer products: A study of Malaysian K-drama bingewatchers

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Abstract

As a result of the Hallyu phenomenon in the early 2000s, K-dramas have become very popular in Malaysia. Although the Korean culture may be divergent in a Muslim-majority country like Malaysia, K-drama audiences continue to show their enthusiasm for the culture by binge-watching episodes on streaming platforms. With streaming platforms, K-drama audiences can become more personally involved with their favourite K-dramas, by customising content and forming parasocial bonds with K-drama celebrities. Thus, this study aims to examine factors related to streaming audience involvement that influence consumer purchasing intentions among K-drama binge-watchers in Malaysia. Specifically, we predict that binge-watching (BW), parasocial interaction (PSI) and consumer cultural affinity (CCA) with Korea may influence intention to purchase (PI) Korean consumer products. Also, BW and PSI functioned as the mediators. Five hypotheses were proposed in this study to examine the predictors of PI. This study used a cross-sectional survey design. Respondents were undergraduate students, and a Google Form questionnaire was distributed to respondents (N = 213). Hayes PROCESS macro (Model 4) was used for the parallel mediation analyses. All five hypotheses were supported. The repercussions of these findings on the role of audience involvement via streaming platforms and its effect on consumer purchase decisions were also discussed. © SEARCH Journal 2025.

Author keywords

Audience involvement; binge-watching; consumer affinity; parasocial interaction; purchase intentions

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