

Korean Stars on the TV Drama and Their Influence to Foreign Fan's Behavior

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1 Introduction

Globalization has played an increasingly critical role in every area of life, and culture is not an exception. The Korean Wave (or 'Hallyu' in Korean) is a very popular cultural phenomenon among Asian consumers today. This new trend also has a significant impact on the Korean economy through exports of its product and increased tourism (Hogarth 2013).

However, academic researches about the Korean Wave are very rare. In this study, we try to understand the importance of Korean stars' characteristics and the Korean Wave fan's characteristics and their effects on the fans' attitude and behavior. Those impacts on the Korean drama satisfaction and visit intention of Korea will be analyzed empirically to suggest managerial implications for the Korean Wave Industry.

2 Theoretical Background

The Korean Wave refers to the cultural phenomenon in which people in the world are willing to adopt Korean popular culture (Jung 2006). The Korean Wave usually includes Korean music, dramas, films and games and is a hot cultural change especially in Asian nations today. Korean T.V drama has been the one of the most important initiators for the Korean Wave. Also, the impacts of Korean Wave are dominant in the tourism. According to Yu et al.(2012), the Korean Wave has played an important role in the steady increase in foreign tourism.

Among many nations, especially in China people began to turn their attention towards Asia for cultural inspiration and Korean drama satisfied those Chinese consumers very successfully until now (Park 2010). Hogarth(2013) insisted that the success factors of Korean drama were high quality, beauty, Asian-ness, the combination of modernity and tradition, cheap copy, skillful storytelling, human theme, and the modern images of male and female.

To understand the Korean drama's success, fair attentions should be paid to the individual Korean stars who are very well known celebrities in the region. Their

personal attractiveness and reputation get many Asian consumers in front of T, V, As a result, without analyzing the famous Korean star's influence, it is not possible to understand the Korean Wave trend. The love of the Korean Wave fans toward Korean stars are explained by using the concept such as celebrity worship. According to McCutcheon et al. (2002), celebrity worship apparently is a significant behavioral phenomenon that dominates some people's lives. Korean stars are idols to be worshiped by Asian people today.

3 Conceptual Hypothesis

According to Wang et al. (2009), fans are willing to have a positive attitude when their cultural stars are related. The social identity theory is used to explain the phenomenon. Identification is a fan's emotional connection or attachment to a related object (Madrigal 2001) and people would be satisfied by a T.V drama because of the sense of identification. Hence hypothesis 1,2,3 that include Korean star's characteristics are proposed as follows. According to the TPB (Theory of Planned Behavior), a consumer's behavior is directly influenced by his intention (Ajzen 2002). Hence, hypothesis 4 and 5 are proposed as follows. Many studies have focused on the mediating role of positive attitude in the relationship between perception and behavior. Kassarian (1971) insisted that friendly attitude of consumers can explain their behavior successfully. Hence, hypothesis 6 is proposed as follows.

H1. Attractiveness of the Korean star (ATT) will positively affect Satisfaction about the drama (SAT).

H2. Reliability of Korean star (REL) will positively affect Satisfaction about the drama (SAT).

H3. Connectedness of Korean star (CON) will positively affect Satisfaction about the drama (SAT).

H4. Involvement of Fan (INV) will positively affect Satisfaction about the drama (SAT).

H5. Commitment of Fan (COM) will positively affect Satisfaction about the drama (SAT).

H6. Satisfaction about the drama (SAT) will positively affect visit intention of Korea (VIS)..

4 Research Process

The research model developed on the basis of the hypothesis needs to be validated empirically using a qualitative research method. To do this, a face-to-face questionnaire was used to collect data from the Chinese people who were visiting Korea during the winter vacation season in 2015

After a review of all responses, 137 questionnaires were considered to be proper and valid for further analysis. Only the respondents who had been exposed to Korean dramas more than one time were selected for the purpose of the research. In the

sample, 10.9% were male and 81.9% were female. In the age group analysis, it is found out that most of the samples were less than 30 years old. 70.8% were under 29 years old and only 29.2% were over 30 years old. The samples were relatively well educated people. 72.2% were graduated from college and 21.9% were graduated from graduate school.

5 Research Result

In Before the hypothesis test, the constructs of the questionnaire were tested for two psychometric properties: validity and reliability. Validity is the degree to which the items measure the construct, whereas reliability evaluate the stability of the measurements (Churchill 1979).

To secure initial content validity, measures of all construct were borrowed from the related research and modified and translated into Korean. Also, to test the reliability and validity of the measures again, factor analysis and Cronbach's alpha test were performed. A higher Cronbach's alpha score indicates greater reliability and its acceptable lower limit is 0.7 (Nunnally and Bernstein 1994). In our research, the alpha scores were between 0.808 and 0.934. Convergent validity and discriminant validity obtained from factor analysis results. The analysis examines the interrelationships among variables and explain these variables in terms of common underlying dimension (Zhang et al. 2000). In the factor analysis, we use principal component analysis (PCA) with VARIMAX rotation option and identified five factors that explain 70.6% of total variance. Table. 1 shows the combination of the results of the Cronbach's alpha analysis and the factor analysis.

After the reliability and validity were tested, the hypothesis analysis was performed using path analysis. In the results, we found that the effects of ATT, REL, COM on the SAT are significant at the 95% confidence level supporting H1, H2, H5, and H6 respectively. However the relationships between CON, INV and SAT were not supported.

Table 1. Path Analysis Result

No.	Hypothesis	b (Standard b)	S.E	p* (p<.05)	fit
H1	ATT → SAT	.387 (.301)	.093	.000*	X ² =17.707(d.f=5), p=.003, GFI=.966, CFI=.965, NFI=.954, RMR=.027, RMSEA=.137
H2	REL → SAT	.323 (.292)	.077	.000*	
H3	CON → SAT	-.016 (-.016)	.067	.812	
H4	INV → SAT	.073 (.082)	.067	.273	
H5	COM → SAT	.278 (.313)	.065	.000*	
H6	SAT → VIS	.698 (.591)	.082	.000*	

6 Conclusion

Korean T.V drama is leading globalization of Korean pop culture as a form of the Korean Wave today. Through the research, we can conclude that Korean star's major characteristic can be a source of a fan's attitude towards Korean T.V Drama. Korean drama fans in China believe that Korean stars are attractive and reliable and those personal characteristics affect satisfaction. However the influence of connectedness is not significant. These unsupported hypotheses can be explained in many different ways. But it implies a possibility very strongly that Chinese fans are looking for something different when they hail for Korean stars. This study also shows that commitment is a determinant of satisfaction. Also, it is possible to conclude that the Korean Wave can boost tourism because satisfied consumer will select Korea as their tourist attraction.

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