

## CHAPTER II

### LITERATURE REVIEW

This chapter will consist of theories that support the thesis as well as sources from previous studies that further confirm validity. Regarding the use of theories and sources, detailed descriptions to further bring forth picture on the overall understanding on variables is to be expected. Finally, there will also be generation of Hypothesis that will then be basis of thesis study.

#### **2.1. Theoretical Review**

##### **2.1.1. Attractiveness Korean Culture and Korean Wave**

There are numerous factors that attracts customers to consume whether goods or service. One of the prominent factors is attractiveness. Based on Business Market definition from Cambridge Online Dictionaries, it is a means to cause interest or pleasure and to pull someone to the recipient with positive and admirable qualities (Ellegaard & Ritter, 2007). On a cultural perspective done by Kim Bok-rae (2015), attractiveness is akin to intrinsic cultural values that moves development forward through societal and cultural value that, referencing Halleyu phenomenon, is a cultural export meant as a project to deliver influence through attraction and persuasion or Soft Power.

##### **2.1.1.1.Korean Culture**

There are several aspects in Korean culture essential as the pillar philosophy ingrained that influences the South Korean's Point of view in personal and business life. It is called *Kibun*. The main idea of *Kibun* is the necessity of societal structure and mannerism to be respected as the intended purpose is for the balance in life and the necessity to keep oneself and surroundings' order in check or their *Kibun*. The instances of this practice can include obligatory politeness, friendliness and good-will such as public image protection and societal cues reading or *Nunchi*-eye measure or insight in understanding people as well as reading nonverbal cues and maintained mannerism.

Another of South Korea's business culture is *Inhwa* otherwise defined as harmony. Korea, with their collectiveness cultivated at their finest put great importance in promoting and maintaining harmony which also attributed from Confucian believe in harmony and thus obligates subordination, peace keeping, loyalty and mutual preservation between superior and subordinate. In society, this applies to family, elders and parents while in the business world, peers, fellow employees, employers and supervisors. *Inhwa* is also commonly known as "clan management" which is unlike how countries like America in work environment. As in America, their individualism is regarding personal interest and achievements as well as freedom of choice determine their performance and work force. Confrontation is a form of exchange of interest in negotiation in America which is unlike Korea that emphasis on subordination and attention of cues in negotiations. In concept, *Kibun* is relations in feelings, social awareness and consideration while *Inhwa* is about subordination, responsibility and preservation (Lee, 2012).

#### **2.1.1.2.Korean Wave**

Korean Wave or Halleyu is a phenomenon of Korean Popular culture that starts in 1990s in the mainland of China. It became popular to the youths in not only China, but also Taiwan, HongKong, Vietnam and many more countries factored by multi-layered transactional movement of people, information, and capital flows in East Asia. In the second half of 19<sup>th</sup> Century, East Asia, China proclaimed and led formation as the center of traditional international order producing cultural supremacy (Hegemonism), forming ideas defined as Sino-centrism or zhonghua (中華). The main Idea is that China is the earliest and surperior culture while the neighboring countries are the offsets however; neighboring countries such as Korea, Vietnam, Japan had formed respective form of Sino-centric ideas between the 18<sup>th</sup> century to the first half of the 19<sup>th</sup> century causing the order to crash down. Due to the reluctance to recreate establishment of new frameworks or regional order as well as seizures of Sino-centric narcism, it paves a way for diplomatic relations towards the Western powers under the inconvenient policies ( footnote 5, read details [pg. 155 final line])

The contact between the Eastern and Western culture became a worldwide phenomenon in History (see in detail about when Sino-centrism fall and timeline regarding Globalism and Regionalism in East Asia). By the late 20<sup>th</sup> century, America begin to set foot when the gap of the previous system exist but nevertheless, East Asia was in a coexisting order between traditions

and modernity due to their recent exposure internationally thus horizontal networks, regarding the order concurrently works in 21<sup>st</sup> century.

At the peak of modernized (industrialized) East Asia, *Halleyu* emerged due to the numerous complex factors such as desire for cognitive cultural activities subject, people dynamics, cultural power reorganization, economic power, mass-medias and transnational capitals. Factoring the media liberation near the end of the 20<sup>th</sup> century, cultural exchange of media product struggle is reduced.

Halleyu stands for hal (韓) + lyu (流), the word “lyu”, the meaning behind Halleyu is as the main agent of East Asian Popular culture that parallels Western Popular Culture. The main change of the ideologies is where instead of change due to “hard power” (economic and political/ rich and militaristic), the use of “soft power” as means for revolution, growth and prosperity.

There are three theoretical analysis on origins because of Halleyu boom consisting competence (hard power), attractiveness and criticism. The first theory is based on economic success of South Korea in the late 20<sup>th</sup> century signifying symbol of hard power/ cultural technology, making highly competent production method and forming active marketing strategies and partnership with local Asia Companies. The second theory, attractiveness, is regarding the cultural content factor such as K-pop and K-drama culture inherent in Halleyu. It covers on traditional values, civil society of Korea and so forth. The third and final theory, criticism, addresses regarding capitalism and diverse conflicts that gives embellishment. In regards of the strategy regarding competition of the cultural order led by the US through Niche Market, affirmation through contemporary pop-culture instead of traditional culture gives room in growth through free competition market (Kim, Past, Present and Future of Halleyu (Korean Wave), 2015).

## **2.1.2. Viewing Habit and Attractiveness**

### **2.1.2.1. Korean Popular (K-pop)**

K-pop is the abbreviation for Korean pop music and has been one of the integral cultural exports of South Korea and a part of Halleyu or Korean Wave. (JUNG, 2013). Popular music (“Pop”) is a widely appealing and high distribution to numerous audiences and many countries around the world have varying pop music in their culture and K-pop music came from the “trot” music which was previously popular. The current K-pop music was made popular in the 2000s

by the SM Entertainment in Korea (Bland, 2019). K-pop had manifested popularity that spread around neighboring Asia countries to outside countries such as Europe, America and the Middle East that warranted national celebration in 2010. The popularity attracts both local and foreign K-pop trainees and has generated news media headlines. The South Korean government actively supports K-pop growth including the soft power and export prowess.

According to Lie (2012), the rise of K-pop starts at the early 21<sup>st</sup> century. The influence of development in Korean Pop came from American inspiration in the early 1990s. It was also the start of introduction to Chinese –language areas such as Taiwan, Hong Kong and China. What sets them apart from their competitor in success such as J-pop (Japanese Popular Music) performers is their international venture and backing factors that supports overseas success. However, there are massive decline in sales for CD and domestic markets due to unprotected music in digitalization and illegal downloads. There are two factors in play; firstly, the removal of restriction for cultural imports dubbed by Hopper (2007) in Lie (2012) in the post-Coldwar globalization timeline in East Asia. Secondly, the technological advancement that facilitates Halleyu namely, digital music introduction, Youtube appearance and numerous other factors that reaches mass audience in national borders.

#### **2.1.2.2. Korean Drama (K-Drama)**

According to Metaveevini (2009) in Jusoh & Ali (2019), Korean Dramas Is a scripted and fictional television content with Korean Language as their main language that limits between 12-16 episodes. Korean Dramas as a whole, have numerous genres that can range from romance, comedy, drama and action. It also portrays trivialities of daily lives relatable to audiences as well as culture introduction. It is pointed out by Korean Culture and Service 2015 how the common central concept, “Jeong” or human affection in Korean. Relationship growth, individual conflicts and so forth; resonates to the common values in Asian Culture, giving them a favourable response.

The role of Internet Access became an integral key to how Korean Drama(K-Drama) came within arm’s reach . Attributed by the widespread video streaming websites such as YouTube, Netflix, Iflix and many other similar websites, it became accessible and further increase the number of viewers. Stated by Jackson (2017) in Jusoh & Ali (2019), the spread of interest in K-Drama at the neighboring East Asia countries find societal culture similar to their

own cultivate Korean Culture interest alongside Korean Music. They also form images of the country named Korea and can potentially effect goods purchase interest.

Research shows that 54.2% of the overall respondents are highly interested in Korean Food due to K-Drama, 51.6% developed desire to travel to Korea, and 41% desires electronics and beauty products. Sponsorship for product advertisement through Tv Dramas had given sudden rise of Korean product and fashion sales showing the integral role of Tv shows to cultural image influence.

### 2.1.3. Celebrity Endorsement Attractiveness

Table 2.1

Celebrity Credibility Scale Proposed by Ohanian

<b>Attractiveness</b>	<b>Trustworthiness</b>	<b>Expertise</b>
Attractiveness-Unattractiveness	Trustworthy-Untrustworthy	Expert-Not Expert
Classy-Not Classy	Dependable-Undependable	Experienced-Inexperienced
Beautiful-Ugly	Honest-Dishonest	Knowledgeable- Unknowledgeable
Elegant-Plain	Reliable-Unreliable	Qualified-Unqualified
Sexy-Not Sexy	Sincere-Insincere	Skilled-Unskilled

Source: Gupta et.al (2017)

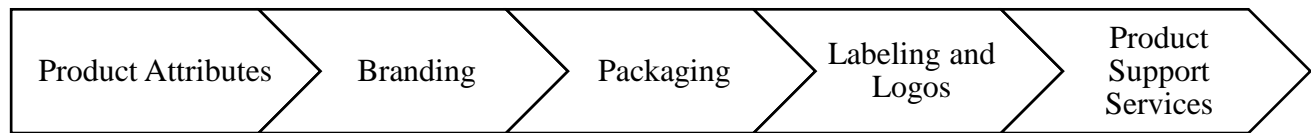
Designing effective strategies became integral in competitive market and one of the most common tactics is the communication strategy that involves celebrities that bring positive impact in the mind of customers. Celebrities are people with exposure towards the public and are often highlighted for their certain attractive attributes. Some examples of Celebrities can be found in actors, sport figures, entertainers and other distinctive public figures from their respective specialized field. According to Agam (2017), for celebrities to become an endorser, attractiveness attribute is essential. The focus of attractiveness discussed is Physical Attractiveness- categorized by weight, height and facial beauty, however, it is also essential on either gender, characteristic qualities such as feminine personalities became a selling point as pop culture era, the current era, place emphasis for beauty and body features of the endorsers more than the product itself.

Carrillat et. al (2019) stated that Celebrity endorsement is a strategic communication marketing to promote brands and products. Studies shown the benefits of firms associated with celebrities associated by their brands due to the distinction and recognition of brand names due to advertisement endorsed by celebrities. It impacts positively on customer attitudes, brand positioning and stock market value and the reliability of this strategy are reinforced especially based on the large amount of money used to endorse through the celebrities that gives the dynamics, attractiveness and likable qualities. Nevertheless, choosing the right celebrity for the right image for the brand represented, as a celebrity endorser specifically, can also pose as a challenge. Choosing the wrong endorser can bring down the firms they are associated with such as, for instance, celebrity misconducts and controversy. Being a celebrity endorser can be as an individual with recognition on behalf of products to be advertised publicly. Furthermore, they are publicly recognition from achievements and recommendation of products used in advertisement as representation.

Based on literature view, there are three important attributes to point out in celebrities such as Expertise, Trustworthiness and Attractiveness. When endorsers are capable of providing valid assertion such as knowledge, experience and skills related to their expertise, it will affect how the audience perceives of what they represent regardless of the level of expertise. The effects of the integrity, truth and reliability of an endorser can affect the confidence and acceptance of the listener to the speaker and the message meant to be delivered. Finally, positivity of a reaction can be affected by how attractive the endorser are and the effects can subtle, persuasive and inescapable (Gupta et.al , 2017).

#### **2.1.4. Product Quality**

Product Quality can be defined as requirements of products or specific release, quantitative and qualitative criteria, or in mass production case, requirements of market needs and formal documentation. In maintaining product quality, there are several key factors to be considered such as Quality Planning, Quality Control, Quality Assurance and Quality Improvement (Nanda, 2005). In marketing point-of-view, product quality is a positioning tool that affects performance of products and is directly linked to customer value and satisfaction, narrowly defined to have no flaws. Nevertheless, marketers have long diverged and define quality as something created in customer value and satisfaction.



Source: (Armstrong & Kotler, 2021)

Figure 2.1

### Individual Product Decision

There are relevant factor to product decisions in consideration to product quality from a marketing point of view. In developing products, marketers need to consider two dimensions in product quality attribute. First, marketers need to decide quality level to position them and then, the quality consistency. The level referred is the performance quality or ability to perform the functions intended. Consistency in Product Quality is about freedom of defects and consistency of targeted performance delivery.

Another distinction in product decisions is brand building and management. Brand identifies producers and distributors of product or service from combinations of name, term, sign, symbol or design as identity. Customers find importance in brand meaning and relationships due to the values in their purchase beyond the physical attributes of the products. Branding helps consumers in benefit identification and quality consistency while it also benefits the sellers in legal unique feature protection and segment market advantage. Brand also helps as the building basis about the special qualities within a product.

Packaging is the container or wrapper designed and produced tailored for the product. Traditionally, it offers protection and storage while at recent times, functions as a marketing tool for sales task such as for attraction, communication, interaction and sales closure. Good packaging can generate customer recognition of the product. It can also boost sales, distinction of brand identity and competitive advantage. The opposite is true as a poorly made packaging can cause loss of sales and customer Interest. Recent years have increased demands for reducable and environmentally responsible packaging due to increasing safety packaging concern.

Labels and logos have functions such as a form of identification, description of origin and associations, and brand promotion and customer engagement. Redesigns on labels and logos are

common from time to time. Simple, easy to recognize, identifiable and positive responding logos are high in demand. Digitalization however, takes them to a higher demanding level of recognition as not only to be a static, printed symbol on tangible media or objects but also diverse media platforms and digital devices, including interactive qualities to add within them.

Customer service or support services are minor but also major offering a company can offer for quality due to the integral role they give for customer brand experience. Building a lasting relationship and overall positive interaction and impact on customers are one such qualities found in the service. Designing support service needs numerous steps. One is periodic survey to assess value and upgrade generation. Then, fixing problems and implement the updates and upgrades for satisfaction and profit yields in company (Armstrong & Kotler, 2021).

#### **2.1.5. Product Price**

Narrowly described, price is the numeric charge for money to pay for product and service. On a broader sense, price is the value sum customers give up to obtain the benefits of the product and service. Price can affect buyer choice and despite increasing value of non-price factors, it remains integral to market share and profitability of a market. When pricing is defined in a marketing sense, it is an element of revenue produced by marketing mix. Fine use of pricing by managers can generate and attract customer value as well as building customer relations thus, making them an important asset in competition. In pricing, company charges falls between low, profitless price and excessively high production cost that makes demand high-impossible. Products that has price exceeding its value will drive away profits in companies and setting price between the extreme low and high needed to be considered in several external and internal factors such as strategies and price of competitors, overall marketing strategy and mix, and market environment. There are three major pricing strategies.

First, is the customer value-based pricing where buyer's perception is the main pricing factor, meaning customer dependent pricing alongside other marketing mix variables before the marketing strategy is implemented. However, a company must not determine price solely on value pricing alone but also cost based pricing needed to be considered for companies to generate profits. Focusing on value can increase the cost and vice versa thus the need to generate justified purchase for consumers and also satisfying profits for the company are the norm.



Next, the cost-based pricing is about setting the price based on input- cost of product, distribution, and fair rate of return considering the companies' effort and risk. Costs take two forms, the fixed and the variable. Fixed are to cost that cannot be changed for its production and sales while variable cost are changing costs based on level of production and can be influenced by quantitative output result of the cost. Total cost or the summary of both cost is needed to be managed properly for optimum advantage towards competitors as similarities on quality to competing rival can put disadvantage due to price comparison that effects profit.

Finally, competition based pricing that is dependent on factors such as their strategies, costs, price, and market offerings. Customers judge values of products between competing products to compare. Factors compared are the determinant factor of offerings of customer value, the strength of pricing strategy and relative value (Armstrong & Kotler, 2021).

#### **2.1.6. Social Influence**

There is an ongoing research regarding factors that determines individual decision – making and the result shows how online social networking is integral to such factors. Study done by Hu et al. (2019) with Chinese online users as recipients reveals positive relations with informal and normative social influence in online social network expertise and trustworthiness subsequently influences purchase intention. In relations to social commerce, there are three characteristics to consider: social interaction, collaborative purchase behavior and customer informational exchange.

It is believed in Psychological and consumer behavior field according to Kim and Park (2005) in Liang et.al (2021) how collective cognition and behaviors can affect consumer behavior. Study done by Huang & Benyoucef (2017) studied correlates social factors and buying behavior aligns with external or social factors. Finally, study done by Tahir Islam et.al (2017) states change and modification can be factored by social group or society. To summarize, Social factors can influence people externally and can thus influence consumer behavior

Based on Social Influence Theory by Kelman (1958), social influence refers to individual thoughts, attitudes, beliefs and behaviors influenced by others as stated from. There are three distinguishing process: compliance, identification and internalization. Compliance refers to acceptance of influence done by individuals to gain favorable reaction, rewards and punishment pardon. Identification is when individuals accept influence to establish or maintain beneficial

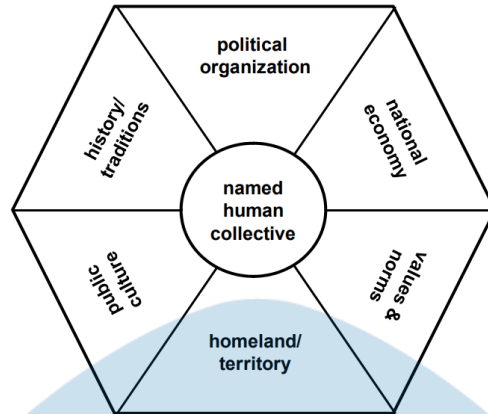
self-defined relationship with others. Internalization occurs when an individual has congruent value system due to induced behavior content. According Deutsch and Gerard 1955 identifies two types of social influence: Information and normative social influence. Informational social influence involves influence in accepting information as realistic prove while normative social influence is about expectation of another person or group to conform in order to acquire positive outcome (Liang et. Al, 2021)

### **2.1.7. Country of Origin**

In the age of globalization, favorable image and reputation become one of the backbones of transactional relations. Individuals, organizations and countries have determinant factors in social environments and with the age of globalization alongside digitalization, it increases the importance of image more so than territory, access and raw materials. Comparing economic development, political stability, morality and effectively of policies in nations as well as cultural attraction is what comes alongside the country of image origin. There are several other factors that benefits from a positive image such as foreign direct investment opportunities, national tourism, domestic labor market, education systems, international relations and political influence.

There are several defined role done of Country Image Origin in differing fields. In Business Study perspective, it is a research regarding consumption behavior phenomenon that focused on nation brands and the effect of Country Origin in marketing subfield. Based on sociological psychology, it is the analysis in individual cognition, behavior and emotion that focus on country image and country self-image that correlates to intergroup relations and collective identity research. Country of Image in intergroup relations research analyzes Political actions, motivations, and abilities.

Factored by the growing importance of country image, communication management that influences political, economic, and cultural prospects have been applied with great importance in nation-state system in international public relations and public diplomacy.



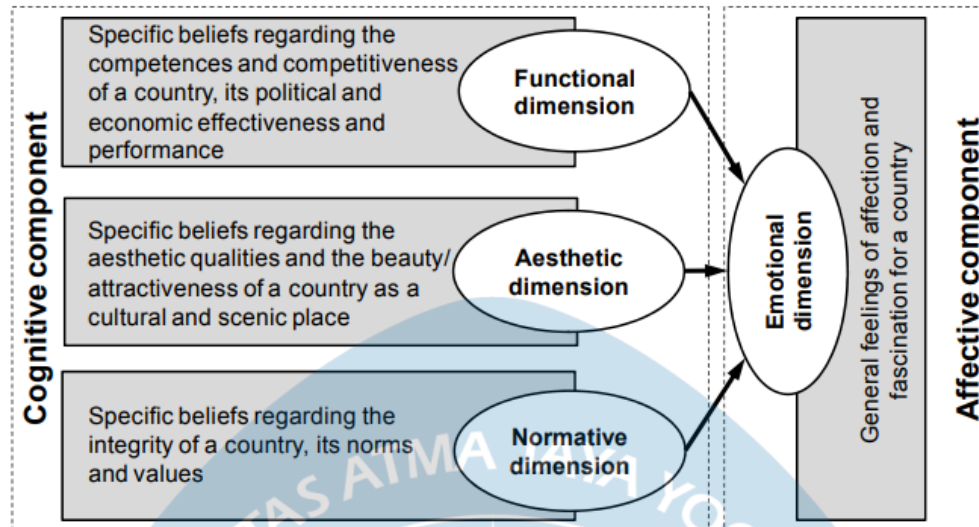
Source: (Buhmann, 2015)

Figure 2.2

Attributes of a country based on Smith (1991)

Based on a concept of attitudes from Theory of reasoned action, country image is formed by cognitive component and affective component. Cognitive component addresses multiple specific evaluations consisting components of belief while affective component is regarding necessary judgment regarding emotional appeal. To summarize, country of image affects what people know and what people feels about a country based on attributes and emotional effect.

To further distinguish and elaborate the Theory of Reasoned Action, a 4Dimension model based on functional qualities, aesthetic dimension, normative dimension and emotional dimension based on Smith's Theory (1997). The dimensions in the model are the judgment in qualities in line with the concept in Standard Learning Hierarchy from the Theory of Reasoned Action. Functional Qualities focus on abilities, competence and success, Normative Qualities measures Integrity, and Emotional Qualities is about emotional appeal and fascination.



Source: (Buhmann, 2015)

Figure 2.3

### The 4D Model of the country image

While in a wider dimension context, functionality judgment can be regarding national economy and political organization, normative judgment aligning norms and values in Smith's theory of country attributes. Emotion dimensions can correlate to aesthetic judgment involving attributes on public culture, traditions and landscapes as stated in model done by Eisenegger & Imhof (2008). Following up Ingenhoff & Sommer (2010), conceptualization of general emotional dimension as a dependent variable and place aesthetic evaluations as a separate dimension instead of derivation of the emotional dimension alongside functional and normative dimensions.

To summarize, It is defined how country image as subjective stakeholder attitude towards nation and state in relations to functional, normative, aesthetic and emotional dimension regarding specific beliefs and general feelings (Buhmann, 2015).

## 2.2. Previous Study

Table 2.2

Previous Study

No	Journal	Variables	Research Method	Research Results
1	The Rise of Korean Wave in India and its Influence on Consumer Behavior and The Consumer Products Industry, Singh, 2022	<p>Dependent:</p> <ul style="list-style-type: none"> <li>• Cosmetics Purchase Intention;</li> <li>• Food Product Purchase Intention</li> </ul> <p>Independent:</p> <ul style="list-style-type: none"> <li>• Attractiveness of Korean Culture and Korean Wave</li> <li>• Viewing Habits of Korean Pop(K-pop) and Korean Drama (K-drama)</li> <li>• Celebrity Endorsement Attractiveness</li> <li>• Product Quality</li> <li>• Product Price</li> <li>• Social Influence</li> <li>• Country of Origin Influence (COI)</li> </ul>	<p>Sampling Method: Purposive sample employing quantitative research Methodology. Regression</p> <p>Respondents: Source from online questionnaire in social medias; Instagram, Facebook, Twitter, Linked-In, Facebook</p> <p>Numbers of Variables: 175 in original quantitative target, final sample 150</p> <p>Analytical Tools: IBM Statistics SPSS Version 26</p>	<p>Based on the resulting research, The result is as follows</p> <ul style="list-style-type: none"> <li>• Factors that effects cosmetics are Product Quality, and COI</li> <li>• Factors that effects Food Products are Attractiveness of Korean Culture and Korean Wave, Product Quality, and Product Price</li> </ul>

No	Journal	Variables	Research Method	Research Results
2	The Impact of Korean Wave on the Purchase Intention of Korean Cosmetics of Thai People in Bangkok and Thailand Chonburi, Son, Kijboonchoo, 2016	Dependent Variable: <ul style="list-style-type: none"> <li>• Affective Image</li> <li>• Cognitive Image</li> <li>• Brand Equity of K-Cosmetics</li> </ul> Independent Variable: <ul style="list-style-type: none"> <li>• K-Drama</li> <li>1. Sympathy</li> <li>2. Empathy</li> <li>• K- Celebrity Attractiveness</li> <li>• Brand Awareness of K-Cosmetics</li> <li>• Purchase Intention of K-Cosmetics</li> </ul>	Sampling Methods: population research sample table  Respondents: ideally women in Bangkok and Chonburi who have experienced Korean wave Number of variables: 425 respondents quota, 398 respondents valid, 73.1% under 34 years old, 69.1% unmarried, 53.3% employee group, 20.1% students, 17.6% housewife  Analytical Tool: Pearson Correlation	(Hypothesis =H) H1-H6 related to empathy from Korean Drama and affective Image of Korea is strong H7-H12 related to country Image (affective, cognitive) has positive significance to purchase intention directly (H11,H12) and Indirectly (H10) through mediating effects of brand awareness (H7,H8) and brand equity (H9).
3	IMPACT OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTION: A Study of Indian Consumers; Gupta et. al, 2015	Dependent Variable: <ul style="list-style-type: none"> <li>• Purchase Intention towards Consumers</li> </ul> Independent Variable: <ul style="list-style-type: none"> <li>• Celebrity Endorsers</li> <li>• Attractiveness of celebrity Endorsers</li> <li>• Trustworthiness of celebrity endorsers</li> <li>• Expertise of celebrity endorsers</li> </ul>	Sampling Methods: Convenience and Judgemental Respondents: Delhi/ NCR area of India Number of variables: 500 respondents quota, 362 questionnaires received, 336 responses completely filled.  Analytical Tool: Exploratory Factor Analysis (EFA)	The result is as follows: Positive impact <ul style="list-style-type: none"> <li>• Celebrity endorser</li> <li>• Attractiveness</li> <li>• Trustworthiness</li> </ul> Negative Impact <ul style="list-style-type: none"> <li>• Expertise</li> </ul>

No	Journal	Variables	Research Method	Research Results
4	Country of Origin Effect and Animosity on The Attitude and Purchase Intention of Foreign Products, Ramadania et. al, 2013	Dependent Variables: Attitude, Purchase Intention (PI), Malay and Chinese Ethnic Independent Variables: <ul style="list-style-type: none"> <li>• Country of Image Origin (COO )</li> <li>• Animosity</li> </ul>	Sampling Methods: Non-Probability, Accidental and Snowball Sampling Respondents: West-Kalimantan, Indonesia Number of variables: 435 respondents quota, 218 Malay ethnic, 217 Chinese Ethnic Analytical Tool: (not stated)	The result on Foreign goods context is as following : Approved - Attitude influence COO in both Chinese and Malaysian Ethnic - PI affect COO to Chinese Ethnic - Attitude influence PI both Chinese and Malay Ethnic Rejected Hypothesis - PI affect COO to Malay Ethnic - Animosity affect Attitude
5	Social support, source credibility, social influence, and solar photovoltaic panels purchase intention,Liang, et. al, 2021	Dependent Variables: <ul style="list-style-type: none"> <li>• Informational Social Influence</li> <li>• Normative Social Influence</li> <li>• Purchase Intention</li> </ul> Independent Variables: <ul style="list-style-type: none"> <li>• Peers Expertise</li> <li>• Peers Trustworthiness</li> <li>• Informational Social support</li> <li>• Emotional social support</li> </ul>	Sampling Methods: survey based approach data collection Respondents: different occupation/ working groups Number of variables: 1000 questionnaires quota, 167 removed for incompletion and flaws, 833 valid Analytical Tool: A.M.O.S. (version 24.0)	- Expertise, trustworthiness, informational support system, emotional social support attributes to informational social influence - Expertise, trustworthiness, informational support system, emotional social support attributes to normative social influence - Informational social influence and normative social influence supports the willingness to buy solar panel and as a result, supports purchase intention

No	Journal	Variables	Research Method	Research Results
6	The Effect of Korean Wave on Consumer's Purchase Intention of Korean Cosmetics Product in Indonesia, Tjoe & Kim, 2016	Dependent Variables: Purchase Intention (PI) Independent Variables: <ul style="list-style-type: none"> <li>• Country Image (CI)</li> <li>• Cultural Image (Cul)</li> <li>• Country of Origin Image (COI)</li> <li>• Ethnocentrism (Eth)</li> </ul>	Sampling Methods: (unstated) Respondents: Indonesian Consumers: using social medias such as facebook, twitter, path, and kakao-talk Number of variables: 227 Indonesian consumers, majority rate: 76% Female, 80.18% 21-30 Age, Education Qualification 71.37% Undergraduate, 30.40% Monthly average income of \$500-\$1.000 Analytical Tool: (not shown)	All Hypothesis except two hypothesis related to Ethnocentrism factor's influence towards Country and Culture Image is approved
7	Effect of Electronic Word of Mouth, Product Quality and Price on Purchase Intention, Amanda et. al, 2023	Dependent Variables: <ul style="list-style-type: none"> <li>• Purchase Intention</li> </ul> Independent Variables: <ul style="list-style-type: none"> <li>• Electronic Word of Mouth (E-WOM)</li> <li>• Product Quality</li> <li>• Product Price</li> </ul>	Sampling Methods: <ul style="list-style-type: none"> <li>• Slovin Formula</li> </ul> Respondents: <ul style="list-style-type: none"> <li>• Google Form</li> </ul> Number of variables: <ul style="list-style-type: none"> <li>• 100 respondents</li> </ul> Analytical Tool: <ul style="list-style-type: none"> <li>• SmartPLS application</li> </ul>	All Hypothesis has concluded support in data and conclusion



No	Journal	Variables	Research Method	Research Results
8	The Influence of Drama Viewing on Online Purchasing Intention: An Empirical Study, So et. al, 2020	Variables: -Motivation of Korean Drama Viewing <ul style="list-style-type: none"> <li>• Culture Curiosity</li> <li>• Drama Attractiveness</li> <li>• Culture Similarity</li> <li>• Relationship Factor</li> <li>• Viewing Habit</li> </ul> - Korean Attractiveness - Purchase Intention	Sampling Methods: Data Collection  Respondents: TV viewers from China and experience watching Korean Dramas and buying Korean Products  Number of variables: 224 total, 45% male, 55% female. Majority around 20s, college graduates 63%, Occupation: Office work majority 67% Analytical tool: Smart PLS 2.0	All variables are proven positive in outcome
9	The Study of the Impact of Perceived Quality and Value of Social Enterprises on Customer Satisfaction and Re-Purchase Intention; Choi & Kim; 2013	Variables: - Perceived Quality - Perceived functional value - Perceived emotional value - Perceived social value - Customer satisfaction - Re-purchase Intention	Sampling Methods: Regional online survey Respondents: Consumers from Korea with social enterprise awareness and frequently purchase products once every 3 months Number of variables: Targeted number 250, majority female, university level and around 31-50 at age. Analytical tool: AMOS 17.0, SPSS 18.0	All resulting hypothesis has been proven valid in this research
10	Purchase Intention of Korean Beauty Products among Undergraduate Students; Lim, 2020	Dependent variable: - Purchase Intention Independent Variable: - Functional Value - Social Value - Epistemic Value	Sampling Methods: Quantitative research Respondents: Undergraduate students Number of variables: 380 questionnaires, 67.2% female, 32.8% Male, age 21-23 49.6%, age 18-20 36.5%, 13.9% age 24-26 Analytical tool: IPMA	All factors are proven valid with Social value to affect 60% in variance

No	Journal	Variables	Research Method	Research Results
11	A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran; Mirabi et. al ;2015	Dependent Variable: - Purchase Intention  Independent Variable: - Brand Name - Product Quality - Packaging - Product Price - Advertising	Sampling Methods: Questionnaire  Respondents: Customers of Bono brand tiles  Number of variables: 400 questionnaires, 389 returned, 384 used  Analytical tool: (not mentioned)	The resulting data shows that product brand name, quality and advertisement supports purchasing intention of customers.  On the other hand, Packaging and price does not impact the purchase intention.
12	The influence of price and availability on university millennials' organic food product purchase intention, Nelson, 2022	Variables: - Attitudes - Subjective norms - Perceived Behavioral Control - Price - Availability - Purchase Intention	Sampling Methods: Non-experimental cross-sectional design, quantitative research  Respondents: University Millenials of Tulcan, Santo Domingo de los Colorados and Loja  Number of variables: 566 respondents  Analysis Tool: TPB	All hypothesis except regarding relations of availability towards perceived behavioral control which also connects to purchase intention is accepted

## **2.3. Hypothesis Development**

According to main journal (Singh, 2022), there are several variables that supports purchase Intention for Korean Products, specifically, Food Products and Cosmetic as main research h focus. There are several variables to account for that gives impact towards development of Korean Product popularity and demand which includes Attractiveness of Korean Culture and Korean Wave- otherwise known as Halleyu, Viewing Habits of Korean Drama (K-Drama) and Korean Popular Culture (K-Pop), Celebrity Endorsement Attractiveness, Social Influence, Product Quality, Product Price and Country of Image Origin.

### **2.3.1. The influence of Korean Culture and Korean Wave Attractiveness towards Purchase Intention**

Research done by Son & Kijboonchoo (2016) regarding Korean Wave towards Korean Product Brand as the context of research places laces purchase intention as part of independent variable of what image Korean Wave that supports them. The result shows how Korean Wave gave affective and cognitive image that influence brand awareness and equity of the K-Cosmetics and resulting an impact towards the purchase intention. Similarly, Tjoe & Kim (2016) attributes the love for Korean Culture as a result of the Korean Wave. The research shows how country, cultural and origin image of Korean Wave influences purchase intention. From the conclusion above on effects of Korean Culture and Korean Wave, we can conclude a feasible hypothesis that states:

H1: “Attractiveness of Korean Culture and Korean Wave” has a positive influence towards Purchase Intention of Korean Food Products

### **2.3.2. The influence of Korean Popular Culture (K-pop) and Korean Drama (K-Drama) Viewing Habits towards Purchase Intention-K-pop support**

Supported by research done by Son & Kijboonchoo (2016) regarding Brand equity and Image in Cognitive and Affective views, specifically, affective image-impression towards a country including its culture and people, that supports purchase intention on Korean brands. The more recent study conducted by So & Kim (2020) addressed the attributes that factors towards why Korean Drama is attractive and the relations towards purchase intention. The result shows

how viewing habits, alongside other variables are proven essential and positive on purchase intention impact. From the available past studies, it can be concluded that:

H2: “K-pop and K-Drama Viewing Habits and attractiveness” has a positive impact on purchase intention of Korean Food Products

### **2.3.3. The influence of Celebrity Endorsement Attractiveness towards Purchase Intention**

Referring back to research conducted by Son & Kijboonchoo (2016) has shown how not only Korean Dramas, but Celebrity Attractiveness attributes to purchase Korean Brand products through how affected the Country Image of Korea affects Brand Awareness and equity, directly affects Purchase Intention through and without association towards the brand. It was more in depth discussed on the research done by Gupta et. al (2015) how celebrity endorsement attractiveness has a notable impact towards purchase intention towards consumers. This generates a hypothesis how:

H3: Celebrity Endorsement Attractiveness has a positive impact on purchase intention of Korean Food Products

### **2.3.4. The influence of Product Quality towards Purchase Intention**

In retrospect, intrinsic values of services and products- as focus in goods outside marketing and cost factor can influence purchase intention as shown by Choi & Kim (2013). The research analyzes the perceived quality of the products as well as factors that influence the outlining for the products that results customer satisfaction which leads to repurchase intention. In context of quality, Mirabi et. al (2015) has shown how in the tile industry that the research covers, quality has a major impact towards the purchase intention. The result is positive in all factors, leading to a conclusion how quality can influence purchase intention.

H4b: Product Quality has a positive impact on purchase intention of Korean Food Product

### **2.3.5. The influence of Product Price towards Purchase Intention**

Research done by Amanda et. al(2023), in context with the electronic word of mouth to work, product quality and price are integral factors to increase purchase intention. It is approved how product price affect purchase intention significantly especially in sustainability context.

There are also supporting research regarding sustainability and pricing that affects purchase intention as shown by Bosquez (2023) on relations regarding purchase intention of organic products towards purchase intention. Regarding the pricing factor, it is revealed through the research how, through a connection towards behavior control, product price affect purchase Intention significantly. This generates the hypothesis:

H5: Product Price has a positive impact on purchase intention of Korean Food Product

### **2.3.6. The influence of Social Influence towards Purchase Intention – add source**

Based on the research conducted by Liang et. al(2021) about solar panel purchase intention and factor that supports the purchase, it is shown how Informational and normative social Influence supports willingness to purchase and as result, supports purchase intention of solar panel. Another research on Korean Beauty Products done by Kim (2020) shows how the use of Korean beauty products in Malaysia affect 60%.To summarize as a hypothesis:

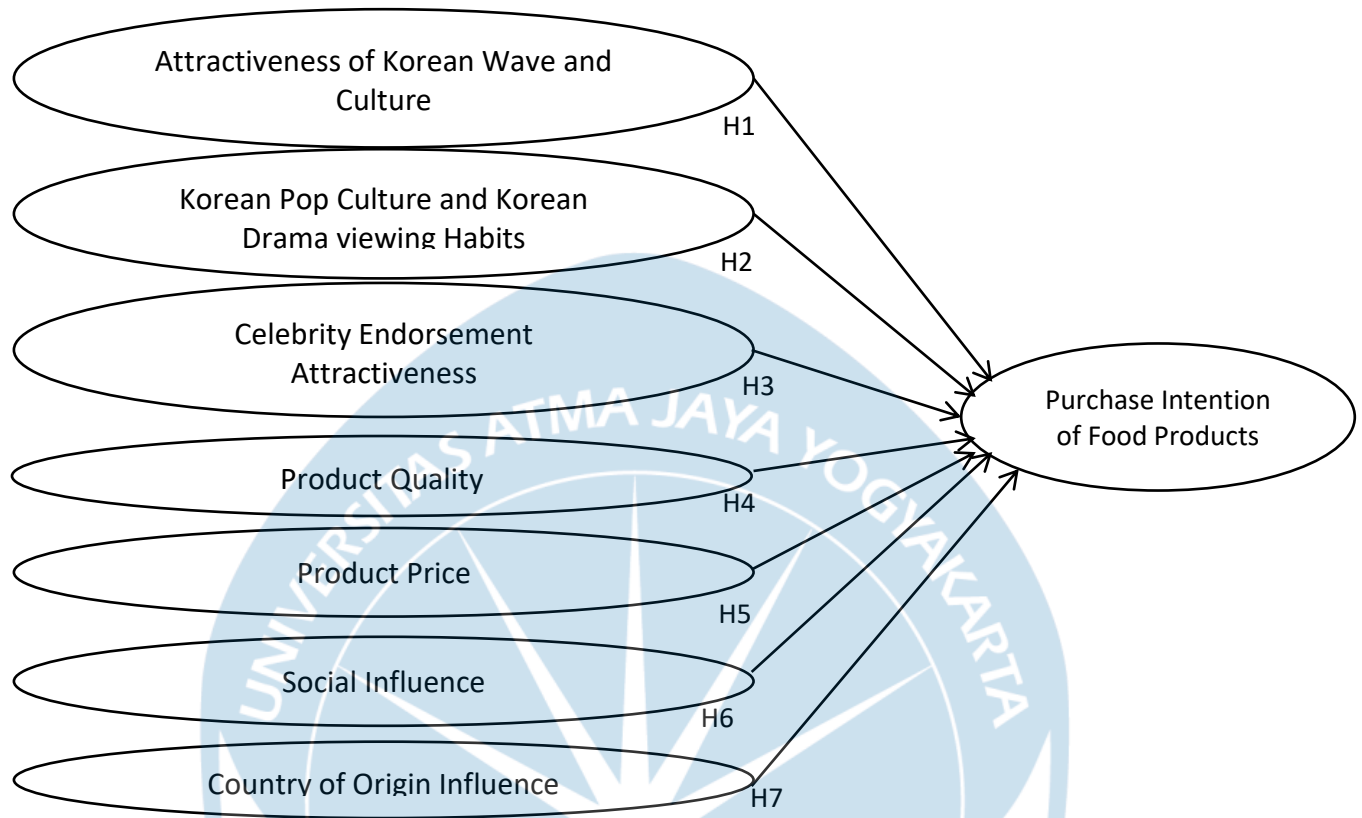
H6: “Social Influence” has a positive impact on purchase intention of Korean Food Product

### **2.3.7. The influence of Country of Image Origin towards Purchase Intention**

As mentioned in the previous research done by Ramadania & Gunawan (2013) on West Kalimantan survey divided in two ethnic groups, it is shown that country origin do affect purchase intention from their views. Supporting the previous publication, Tjoe& Kim (2016) supports Country origin image and their effect on purchase intention of cosmetics. To summarize as a hypothesis:

H7: “Country of Image Origin” has a positive impact on purchase intention of Korean Food Product

## 2.4. Research Framework



Source: Sigh (2022)

Figure 2.4

Research Framework