

The Effect of the Korean Wave Phenomenon toward Imitation Intention: Korean Product Purchase Intention in the Global Market

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Abstract

Purpose – This research focused on women who enjoy watching Korean dramas and K-pop, as well as how their desire to imitate are influenced by their viewing habits. Due to the influence of their idols, women who aspire to copy and are influenced by their idols will desire to purchase Korean products. This cultural export strategy has effectively persuaded the global community, particularly women. Indonesia with a large population can be a reference for the industry to increase sales of South Korean beauty products, especially in the ASEAN region.

Design/methodology – This research used a quantitative approach with an online questionnaire. This questionnaire had two steps: the pre-questionnaire and the questionnaire itself. The different measuring tools that were already in use when the data were being collected helped to determine how much each variable meant. As a part of this research project, 410 Indonesian women filled out the questionnaire in order to share their thoughts as they were the focus of the study. SMART PLS was used to analyze the data.

Findings – One of the most essential findings from establishing the Korean Wave effect on purchase intention was the imitation intention variable. Someone who has the aspiration to be just like their idol will be willing to give anything in order to achieve that goal. One strategy is to buy things that are similar to the ones you want to imitate in order to stimulate demand for Korean products. People's imitation intention and attitude toward Korean products will increase as a result of Korean drama and K-pop elements that display one's idols with fashionable appearances and good-looking faces, which will lead to purchase intentions.

Originality/value – The Korean Wave has had a beneficial impact on the intention to imitate and the attitude toward Korean items, both of which will favorably boost the intention to acquire Korean goods. In order to boost sales in international markets, particularly in Indonesia, the Korean business sector needs to increase the number of artists and singers it employs for product promotion. . Mutualism effect between the government, the entertainment industry, and the beauty product industry to increase sales of South Korean beauty products.

Keywords: Korean Wave, Imitation, Attitude, Global Market

JEL Classifications: M16, M31, L82

1. Introduction

In the past decade, South Korea has become one of the world's famous nations, particularly among its younger people. The international populace likes South Korean culture, which has been transmitted effectively through music and drama. The market in which South Korea

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intends to compete in is no longer restricted to East Asia or the other Asian nations; it is now global (Hwy-Chang & Parc, 2013, Zhang et al., 2020). Currently, people all around the globe enjoy viewing Korean dramas (K-dramas) and listening to Korean pop music (K-pop) (Sun & Jun, 2022). Fans of K-dramas and K-pop can always rely on South Korea's entertainment industry to provide them with a good time. South Korea's culture, which is both diverse and distinctive, has been successfully exported to the rest of the world, as evidenced by the growing popularity of Korean dramas and music created in South Korea (Kim, J., & Park, 2004).

This phenomenon, often referred to as Hallyu, has been very effective in spreading South Korea's creative economy and products to other countries all over the world. It is also known as the Korean Wave (Jin & Yoon, 2017). There are a lot of people that are captivated by what they see in Korean dramas and K-pop, which includes South Korean actors and actresses as well as singers. The remarkable promotion of Korean culture is developing, which has led to an increase in the interest of the general public in things made in South Korea. This Korean Wave, has been followed by products from South Korea, which are experiencing an increase in demand from people all over the world (So & Kim, 2020; H. Kim et al., 2021).

Korean dramas and K-pop have been particularly successful in spreading South Korean culture to the Indonesian market. Indonesia, one of the countries with the highest population in the world, with around 270 million people, is a very promising market. In particular, the high number of young people in Indonesia makes the country a lucrative market for South Korea. Many young people, as well as their parents, are interested in consuming the constantly released and popular Korean dramas. K-pop music performed by groups or solo artists is also a frequent topic of conversation and goes viral among young people. With their performances, South Korean singers have always succeeded in making fans from all over the world, notably Indonesia, hysterical.

In Indonesia, the popularity of Hallyu has strengthened the admiration for South Korean entertainers. As a result, more and more individuals aspire to be like their favorite artists, actresses, or musicians. Efforts to imitate idols have enhanced the desire to purchase South Korean goods in order to resemble idols. Hallyu has had a ripple impact on the demand for South Korean cosmetics, skincare, accessories, and other products (E. Choi & Lee, 2019; Kwon & Ha, 2009). South Korean dramas and music have enhanced public awareness of South Korean products in Indonesia. The Korean Wave has positively impacted youth perspectives (Sang-Hyeop Lee et al., 2017).

This research will focus on women who enjoy watching Korean dramas and K-Pop, as well as how these women's desire and attitude are influenced by their viewing habits. Due to the influence of their idols, women who aspire to copy and are influenced by their behavior will desire to purchase Korean things. This cultural export strategy has effectively persuaded the global community, particularly women, to purchase South Korean skin care, cosmetics, and other products.

Indonesia's large population and the popularity of K-Pop and K-Drama in Indonesia have great potential for the South Korean beauty product industry. The idols they see through dramas, SNS, or other media will affect their desire to be like their idols. This would be one of the consequences of wanting to be like the person they idolize. As a result, it is essential to investigate imitation and attitude variables, since these factors would have an effect on consumers' inclinations to buy Korean goods.

2. Literature Review

2.1. Korean Wave (Hallyu)

The idea of the Korean Wave, also called Hallyu, can be seen in Korean music and drama (Yang et al., 2020). Hallyu can be thought of as the spread of Korean popular culture around the world. Digital technology, in particular, has made it easier for Korean culture to spread (Malabanan et al., 2022). (S. M. Kim et al., 2018): Many websites, social media platforms, and other internet sources have helped spread Korean pop culture faster. Hallyu started to grow in East Asia, then moved to Southeast Asia, and then to the rest of the world. As a result, Korean culture is a worldwide phenomenon that keeps growing in different parts of the world (Fedorenko, 2017, W. H. Kim et al., 2020).

By the beginning of the 2010s, South Korea transformed itself into a remarkable and cutting-edge nation in the music industry. K-pop has become a widespread musical trend that shows no signs of slowing down, even in the present day. K-pop is still revered in many parts of the world (Han et al., 2022; Lie, 2012; San, 2020). The drama industry is also quite developed in South Korea. Naver, a portal site in South Korea that distributes web dramas, has experienced very significant growth since 2014, when there were just 23 dramas available online and increased to more than 100 in 2017 (Kang, 2021). This new development has improved the overall quality of South Korean television by ensuring that broadcasts are of consistently high quality. Popular culture in South Korea has evolved into its own distinct national brand, which has affected the country's efforts to improve its economic situation (Ochieng & Kim, 2020; Mirshahi, 2021).

The audience has been influenced by both Korean drama and K-pop in terms of how they act and what they want to be like. The Korean Wave has helped both the export of South Korean goods and the way people think of South Korea as a country (Lee, 2011). A phenomenon known as the "Korean Wave" has emerged in recent years, bestowing significant competitive advantages on South Korea's exports to a variety of countries. Not only has the Korean Wave spread South Korean culture to a number of different nations, hence causing it to become globalized, but it has also exported South Korean goods such as cosmetics, skincare items, and accessories, among other goods.

2.2. Imitation Intention

K-pop and Korean dramas always show interesting things to their fans, like new ways to dress, apply makeup, and create stunning looks and lifestyles that make fans want to be like what they see on K-pop and Korean dramas (Zhang et al., 2020). The goal of imitating originated with viewers and listeners of Korean dramas and K-pop who aspire to have the same qualities as their heroes. This approach will create a desire to purchase Korean items since consumers will see that they, too, may have the opportunity to seem younger, more active, and more attractive like their idols (B. Kim, 2015). Consumers of Korean dramas and K-pop will be impacted by what they see from their idols, including what they wear, their appearance, and the accessories that they utilize.

Fans of Korean dramas and K-pop acts are likely to want to copy what they see and hear, which will be a strong motivator for them to buy Korean goods. It has been demonstrated in other earlier studies that famous people have a favorable impact on the purchasing decisions of consumers (Apejoye, 2013). A bigger impact can be made on the attitudes of consumers

through the use of celebrity endorsements. Idols for consumers can have a significant effect on the market since customers often aspire to be just like their heroes and often try to model their behavior after that of their idols (Saeed et al., 2014).

H1. There is positive effect of Korean drama on imitation intention.

H2. There is positive effect of K-pop on imitation intention.

2.3. Attitude toward Korean Products

Many younger individuals, likely as a result of South Korea's current cultural appeal, have developed an interest in anything and everything that has to do with South Korea. K-pop music and Korean dramas that are becoming more available to young people around the world are helping to accelerate the spread of the Korean Wave. Since attitude is a very important factor in how people decide to act, as well as the way people feel about Korean products, K-pop music and Korean dramas are examples of global influences (Zhang & Bi, 2019). As a general rule, a person's purpose to behave in a particular way should be stronger if they have a more positive attitude about the activity that they are participating in (Ajzen, 2019).

The rise of the Korean Wave has had a favorable impact on the consumers' sentiments about Korean goods (Ing et al., 2018). Lkhaasuren et al. (2018) say that a person's attitude is a very important mediator that has a positive effect on their intention to buy. Those who experience the Korean Wave effect will have a shift in mentality, which will encourage them to have a desire to buy Korean products, as found by many prior studies.

H3. There is positive effect of Korean drama on attitudes toward Korean products.

H4. There is positive effect of K-pop on attitudes toward Korean products.

2.4. Purchase Intention

The concept of a buyer's intent to buy is very significant in the business world, the desire of customers to make purchases of goods (Nguyen, 2019). There are many elements that influence the customers' decisions to buy things, particularly purchases of products from other countries (Pinem & Kim, 2022). The decision of a consumer to purchase a product can be impacted by factors that are either internal or external to the consumer themselves. The Theory of Planned Behavior (TPB) is a hypothesis that behavior can be predicted by intention and that people are more likely to behave in a particular way if they believe that certain behaviors will generate certain outcomes that are congruent with their values. According to this hypothesis, people are more likely to behave in a particular way if they believe that certain behaviors will generate certain outcomes that are congruent with their values (Lim & An, 2021).

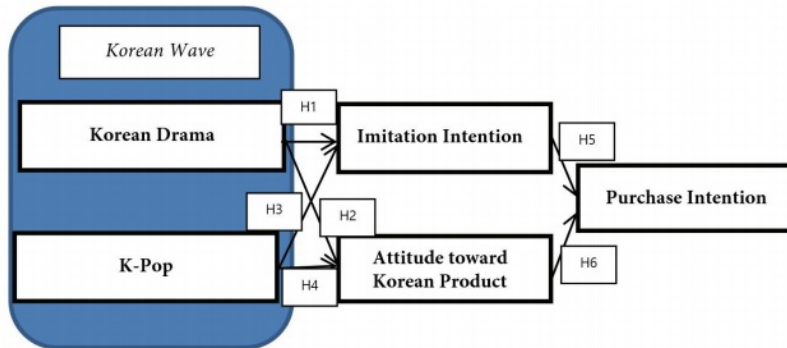
When a consumer feels compelled to buy a product or service, they are entering the stage of purchase intention. The consumer goes through a series of stages or steps before committing to buying the product at some point in the future (J. H. Kim et al., 2022; Choe & Kim, 2018). The individual's behavioral intention, also known as the individual's perceived probability of actually carrying out the conduct, is the single most accurate predictor of whether or not the individual will engage in a behavior. Behavioral intention can also be expressed as the individual's perceived probability of actually carrying out the conduct (Lim & An, 2021). In this instance, how does the desire that customers have to buy Korean products

originate from the imitation intentions and attitudes about Korean products that are caused by the effect of the Korean Wave (J.-H. Choi & Kim, 2018).

H5. There is positive effect imitation intention on purchase intention.

H6. There is positive effect attitude toward Korean product on purchase intention.

Figure 1. Research Framework



3. Methodology

This research used a quantitative approach with an online questionnaire disseminated for two months (February and March 2023) to collect data. This research focused specifically on Indonesian women to see how the Korean Wave is affecting their purchase intentions. This questionnaire had two parts: 1) The pre-questionnaire, which was used to determine whether or not the respondents understood the questions, and 2) the questionnaire itself, which served as the final question and asked respondents to answer a list of questions. The different measuring tools that were already in use when the data were being collected were used to figure out how much each variable meant. For the purpose of this investigation, the questionnaire used a five-point Likert scale, with one being “strongly disagree” and five being “strongly agree.” 410 women filled out an online questionnaire in order to share their thoughts. SMART PLS was used to analyze the data. Both the frequency analysis and the Cronbach's alpha coefficient were used to evaluate the general characteristics of the individuals who completed the survey. Also, the reliability of the information that was acquired was evaluated using the Cronbach's alpha coefficient. In order to verify the study's internal validity as well as its discriminant validity and convergent validity, a confirmatory factor analysis (often abbreviated as CFA) was conducted. This analysis is also commonly referred to as CFA. Finally, a regression analysis was carried out in order to investigate the interrelationships between the several characteristics that affect activation.

4. Results

4.1. Demographic Despondences

The findings of this research are broken down into two categories: First, the demographic

information of the respondents, and second, the statistical test data. The findings of the demographic questions are presented in Table 1.

Table 1. Demographic Despondences

Demographic	Item	Quantity	Percentage (%)
Gender	Female	410	100
Age	< 20 years old	293	71.5
	20 - 25 years old	110	26.8
	26-30 years old	2	0.5
	> 31 years old	5	1.2
Education	Junior high school	3	0.7
	Senior high school	91	22.2
	Ongoing Undergraduate - Undergraduate	306	74.7
	Graduate	10	2.4
Expenses per month	< IDR 1.000.000	124	30.2
	IDR 1.000.000– 5.000.000	275	67.1
	> IDR 5.000.000	11	2.7
Korean products willing to purchase	Skincare	317	77.3
	Cosmetic	183	44.6
	Clothing	205	50
	Korean Accessories	104	25.4
	Korean Food	5	1
	K-pop Album/ merchandise	7	1.4
	Shoes	2	0.5

The data from the demographic characteristics show that all 410 of the respondents were women. The reason why we only accepted responses from women is due to the fact that the vast majority of people who are interested in Korean culture are female. In spite of the fact that gender is one of this study's limitations, it does present a possibility for additional research to include male respondents. The number of people who responded under the age of 20 were 293 (71.5% of total respondents). There were 110 responses in the age bracket of 20-25 years old (26.8%), 2 respondents in the age bracket of 26-30 years old (0.5%), and the remaining respondents, as much as 5 respondents (1.5%), were older than 31 years.

The education level of the majority of the respondents was either moderate or at least an undergraduate degree for as many as 306 respondents (74.7%), followed by as many as 91 respondents (22.2%) with an education equivalent to a senior high school diploma. The remaining three respondents (0.7%) had an education level equivalent to junior high school. There was a total of 10 respondents (2.4% of the total) with graduate degrees. According to the data on monthly expenditures, the majority of respondents, specifically 275 respondents (or 67.1%), have incomes between IDR 1,000,000 and IDR 5,000,000, followed by 124 respondents (or 30.2%) have incomes of IDR 1,000,000, and the remaining 11 respondents (or 2.4%) with monthly expenditures greater than IDR 5,000,.

According to the demographic data of respondents eager to purchase Korean products, the majority of respondents replied skincare. There were 317 respondents, which was 77.3% of the total number of respondents. Clothing was selected by 205 respondents, which was similar to a response rate of 50%. In addition, 183 of the respondents, which was 44.6% of the total, selected cosmetics. One of Korea's most popular product categories among buyers from other countries is beauty products. The number of respondents who selected Korean accessories was 104, which was equivalent to 24.4% of the total. As many as 5 respondents (or 1%) wanted to buy Korean food and as many as 2 respondents (or around 0.5%) wanted to buy shoes. As many as 7 respondents (or around 1.4%) answered K-pop albums and merchandise, and the rest of the respondents desired to buy K-pop albums and goods.

4.1. Validity Test

4.1.1. Convergent Validity

When the value of the loading factor, which is a value generated by an indicator to measure the variable, has a value that is greater than 0.7, one can say that the question indicators have convergent validity.

Table 2. Convergent Validity Test

Latent Variables	Indicators	Loading Factor > 0.7	Information
Korean Drama	KD1	0.893	Valid
	KD2	0.890	Valid
	KD3	0.845	Valid
	KD4	0.901	Valid
	KD5	0.859	Valid
K-pop	KP1	0.899	Valid
	KP2	0.921	Valid
	KP3	0.828	Valid
	KP4	0.897	Valid
Imitation Intention	IM1	0.775	Valid
	IM2	0.774	Valid
	IM3	0.801	Valid
	IM4	0.845	Valid
Attitude toward Korean Products	AT1	0.901	Valid
	AT2	0.900	Valid
	AT3	0.912	Valid
	AT4	0.887	Valid
Purchase Intention	PI1	0.830	Valid
	PI2	0.866	Valid
	PI3	0.868	Valid
	PI4	0.864	Valid
	PI5	0.763	Valid

Convergent validity refers to the likelihood that two or more measurements will produce the same result. It is clear from the data presented in the table that every component of the questions has a value that is greater than 0.7. According to these findings, the outcomes of the

factor loading have all satisfactorily met the necessary valid conditions. There were some erroneous results, specifically the loading factor value of less than 0.7. Therefore, that component of the model was eliminated.

4.1.2. Average Variance Extracted (AVE)

The value that is owned by each variable is referred to as the Average Variance Extracted (AVE), and the value limit is more than 0.5. If the value of the average variance extracted (AVE), which is held by all variables, is greater than 0.5, this indicates that all variables satisfy the valid requirements and can be continued for the subsequent test stage.

Table 3. Average Variance Extracted (AVE) Test

Variables	Average Variance Extracted (AVE)
Korean Drama	0.75
K-pop	0.78
Imitation	0.63
Attitude toward Korean Product	0.79
Purchase Intention	0.69

4.1.3. Discriminant Validity

The cross-loading factor with the construct as well as the correlation between AVE and the latent variable, it is evident that the model is discriminant. This is due to both of these factors working together. If the correlation between the variable in question and the primary measurement (each indicator) is higher than the correlation between the variable in question and the other construct measurements, then the discriminant validity of the variable in question is high. Cross-loading is a term that describes the relationship that exists between different variables and indicators.

Table 4. Discriminant Validity Test

Items	Attitude	Imitation	Korean Drama	K-pop	Purchase Intention
AT1	0.901	0.432	0.472	0.361	0.359
AT2	0.900	0.463	0.480	0.425	0.421
AT3	0.912	0.401	0.394	0.324	0.388
AT4	0.887	0.410	0.405	0.349	0.416
IM1	0.435	0.775	0.588	0.704	0.360
IM2	0.274	0.774	0.313	0.426	0.330
IM3	0.389	0.801	0.341	0.464	0.413
IM4	0.389	0.845	0.368	0.533	0.330
KD1	0.412	0.482	0.893	0.531	0.266
KD2	0.403	0.482	0.890	0.460	0.312
KD3	0.454	0.434	0.845	0.423	0.244
KD4	0.453	0.432	0.901	0.443	0.274
KD5	0.424	0.474	0.859	0.503	0.348
KP1	0.401	0.646	0.505	0.899	0.374
KP2	0.313	0.627	0.480	0.921	0.386
KP3	0.321	0.559	0.429	0.828	0.332
KP4	0.405	0.600	0.490	0.897	0.363

Items	Attitude	Imitation	Korean Drama	K-pop	Purchase Intention
PI1	0.317	0.354	0.233	0.284	0.830
PI2	0.358	0.326	0.280	0.314	0.866
PI3	0.317	0.381	0.215	0.290	0.868
PI4	0.390	0.354	0.285	0.346	0.864
PI6	0.437	0.444	0.342	0.450	0.763

According to the table of results for the PLS software described above, it is possible to see that the value of the cross-loading factor correlation for each latent construct of the corresponding indicator was higher than for the other constructs. As a result, it is possible to draw the conclusion that the indicators that are used to measure the latent variable are adequate for this purpose.

4.1.4. Fornell Larcker Criterion

The value of the correlation between the variable and the variable itself, or with additional variables, is what is meant by the Fornell Larcker Criterion.

Table 5. Fornell Larcker Criterion Test

Variables	Korean Drama	K-pop	Imitation	Attitude	Purchase Intention
Korean Drama	0.878				
K-pop	0.538	0.887			
Imitation	0.525	0.687	0.799		
Attitude	0.489	0.408	0.476	0.900	
Purchase Intention	0.441	0.450	0.411	0.329	0.839

Based on the results of the Fornell Larcker Criterion test above, since the acquisition of the root value for each variable was found to be higher than the correlation in the table that was just presented, it can be deduced that the model possesses good discriminant validity. This can be seen in the results of the table above.

4.2. Reliability Test

Based on the Composite Reliability (CR) value being greater than 0.7 and the Cronbach's Alpha value being greater than 0.7, it is possible to draw the conclusion that the data is reliable, which indicates that all indicators have consistency in measuring each variable. This can be seen in the test results that were presented earlier in this article.

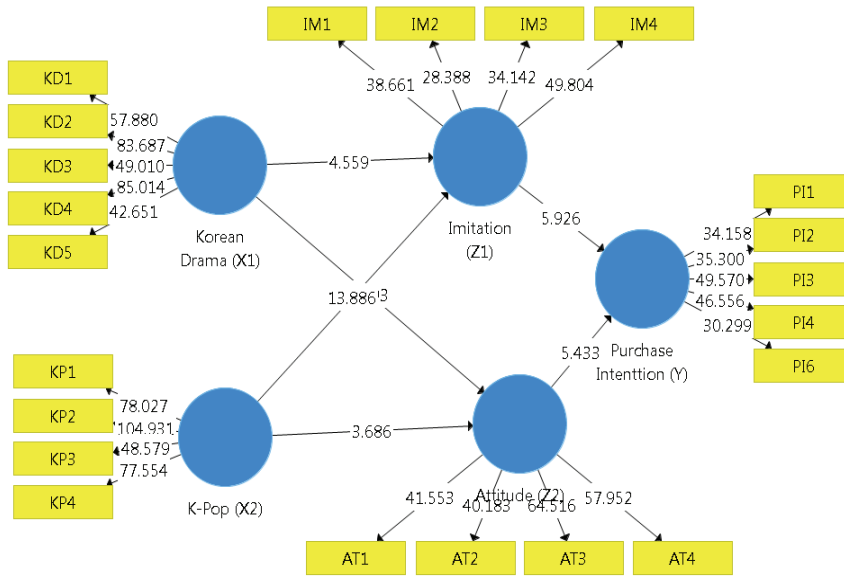
Table 6. Reliability Test

Variables	Cronbach's Alpha	Composite Reliability
Korean Drama	0.91	0.93
K-pop	0.89	0.92
Imitation	0.79	0.86
Attitude toward Korean Product	0.90	0.93
Purchase Intention	0.88	0.90

4.3. Bootstrapping

The purpose of this structural model's measurement is to investigate the influence that a single latent variable can have on other latent variables. During testing, one looks at the value of the path to see whether or not the effect is substantial based on the t value of the path value (i.e., the t value can be obtained by doing bootstrapping). The findings of the bootstrapping experiments carried out in this investigation are depicted as follows:

Fig. 2. Bootstrapping



The purpose of using bootstrapping is to assess the degree of significance. If the value is greater than 1.96, it is considered significant, and if it is less than 1.96, it is considered not significant. All of the results of this test are more than 1.96, which indicate that they are all statistically significant.

4.4. Hypotheses Testing

The hypotheses were examined in this research project, and the path coefficient values and t values were used to determine whether or not there was a statistically significant effect. In addition to that, the results of the test determined whether or not a path was a significant display of the parameter's coefficient values. The significance value of the influence of each study variable can be seen through the use of the parameter coefficients.

The results of the Smart PLS investigation are shown in the table above, and the 5% threshold for significance was set. The T statistic value for the imitation intention variable in Korean dramas was 4,559, which was higher than the t table value of 1.96, and the P-value was $0.000 < 0.05$. This indicates that there was a significant difference between the two. As a consequence, the conclusion of testing hypothesis 1 indicated that there was a considerable

effect that Korean dramas had on the intention to imitate. The original sample for the Korean drama variable on imitation intention was 0.220, and the variable had a positive direction, which meant that the greater the respondents' interest was in viewing Korean dramas, the greater their desire to imitate the dramas will also grow by 0.220.

Table 7. Path Significance Tests

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Korean Drama -> Imitation intention	0.220	0.223	0.048	4.559	0.000
Korean Drama -> Attitude toward Korean product	0.379	0.383	0.060	6.293	0.000
K-pop -> Imitation	0.568	0.568	0.041	13.886	0.000
K-pop -> Attitude toward Korean product	0.204	0.201	0.055	3.686	0.000
Imitation -> Purchase Intention	0.311	0.312	0.052	5.926	0.000
Attitude -> Purchase Intention	0.293	0.293	0.054	5.433	0.000

The resultant T statistic value for the Korean drama variable on attitude toward Korean items was 6,293; this was higher than the t table value of 1,966, and the P-value was $0.000 < 0.05$. This indicates that the variable had a significant impact on attitude. So, the conclusion drawn from the testing of hypothesis 2 was that there was a considerable effect that Korean dramas had on attitudes toward Korean items. As the original sample for the Korean drama variable on attitude toward Korean products was 0.379, and it had a positive trend, this indicates that the imitation intention would increase by 0.379 if the respondents were very interested in watching Korean dramas.

The resultant T statistic value of 13,886 for the K-pop variable on imitation intention was higher than the t table value of 1.96, and the P-value was $0.000 < 0.05$. This indicates that the K-pop variable was significantly more likely to be imitated than not. According to the findings of the experiment performed on hypothesis 3, K-pop had a considerable impact on the intention to imitate. The K-pop variable on imitation intention had an initial sample size of 0.568 and a positive direction, which meant that the greater the respondents' interest in viewing K-pop, the greater their desire to imitate K-pop would likewise grow by 0.568.

The K-pop variable regarding attitude toward Korean products yielded a T statistic value of 6,293, which was greater than the t table value (1.96), and a P-value of $0.000 < 0.05$. So, the results of testing hypothesis 4 showed that K-pop had a large effect on how people feel about Korean products. The K-pop variable on attitude toward Korean products had an original sample size of 0.204 and a positive direction, which meant that the more avidly the respondents observed K-pop, the more their attitude toward Korean products would increase by 0.204.

The imitation intention variable on the purchase intention yielded a T statistic with a value of 5,926, which was higher than the t table value of 1,966, and the P-value was found to be

$0.000 < 0.05$. According to the findings of the study, Hypothesis 5 stated that there was a substantial relationship between imitation intention and purchase intention. The imitation intention variable for purchase intention had an original sample size of 0.311 and a positive direction, which meant that the purchase intention would also increase by 0.311 if the respondent had a greater level of imitation intention.

The result value of the T statistic for the variable attitude toward Korean products in relation to buy intention was 5.433, which was higher than the value of the t table (1.96), and the P value for this statistic was $0.000 < 0.05$. According to the findings of the test of hypothesis 6, an individual's attitude toward Korean products had a substantial effect on their desire to make a purchase. The attitude toward the Korean product variable that was related to purchase intention had an original sample value of 0.293 and a positive direction. This indicated that the more positive the respondents' attitudes were toward Korean products that they already owned, the more likely it is that they would make a purchase.

4.5. R-Square

It can be seen from the value of the coefficient of determination (R-square) that was contained in the table that the imitation intention variable had an R-square value of 0.506. This value indicated that the imitation intention variable was influenced by the Korean drama and K-pop variables by a percentage equal to 50.6%. The R-Square value for the attitude toward the Korean Product variable was 0.269, which showed that the attitude toward the Korean Product variable was influenced by the Korean Drama and K-pop variables with a combined total of 26.9%. The value of repurchase intention was 0.269, which indicated that Korean drama, K-pop, imitation intention, and attitude toward Korean products each had a 26.9% impact on the value of the repurchase intention variable.

Table 8. R-Square Tests

	R Square	R Square Adjusted
Imitation intention	0.506	0.503
Attitude toward Korean product	0.269	0.265
Purchase Intention	0.269	0.266

5. Conclusions

The Korean Wave, which is becoming increasingly popular worldwide, has influenced an increase in demand for South Korean products from people throughout the world. There is a positive effect of attitude toward Korean products on purchase intention. The T statistic value for the imitation intention variable for Korean dramas was 4,559, which was higher than the t table value of 1.96, and the P-value was $0.000 < 0.05$. As the original sample for the Korean drama variable on attitude toward Korean products was 0.379 and it had a positive trend, this indicated that the imitation intention would increase by 0.379 if the respondents were very interested in watching Korean dramas. Therefore, the results of testing Hypothesis 4 showed that K-pop has a big effect on how people feel about Korean products. The result value of the T statistic for the variable attitude toward Korean products in relation to buy intention was 5.433, which was higher than the value of the t table (1.96), and the P value for this statistic

was $0.000 < 0.05$.

According to the findings of the test of hypothesis 6, an individual's attitude toward Korean products had a substantial effect on their desire to make a purchase. The attitude toward the Korean product variable that was related to purchase intention had an original sample value of 0.293 and a positive direction. This indicated that the more positive the respondents' attitudes were toward Korean products that they already owned, the more likely it was that they would make a purchase. The value of repurchase intention was 0.269, which indicated that Korean drama, K-pop, imitation intention, and attitude toward Korean products each had a 26.9% impact on the value of the repurchase intention variable.

The imitation intention variable is one of the most important discoveries that needs to be made in order to prove the effect that the Korean Wave has on purchase intention. Someone who looks up to another person and aspires to be just like them will be willing to sacrifice anything in order to accomplish the goal of becoming just like their hero. In order to increase demand for Korean goods, one tactic that can be utilized is to make purchases of items that are comparable to those that you want to emulate. People's imitation intention and attitude toward Korean items will increase as a result of Korean drama and K-Pop elements that exhibit people's idols with fashionable appearances, good-looking faces, or fresh-looking faces, and this will lead to buy intentions. This is because Korean drama and K-Pop elements display people's idols with fashionable appearances, good-looking faces, or fresh-looking faces.

6. Implications

6.1. Theoretical

One of the most essential findings for establishing the Korean Wave effect on purchase intention is the imitation intention component. Someone who has the aspiration to be just like their idol will be willing to give anything up in order to achieve that goal. One strategy is to buy things that are similar to the ones you want to imitate in order to stimulate demand for Korean products. People's imitation intention and attitude toward Korean products will increase as a result of Korean drama and K-pop elements that display the idols with fashionable appearances, and this will lead to purchase intentions. Imitation intention is one of the important variables for increasing purchase intention.

People's imitation intention and attitude toward Korean items will increase as a result of Korean drama and K-Pop elements that exhibit people's idols with fashionable appearances, good-looking faces, or fresh-looking faces, and this will lead to buy intentions. This is because Korean drama and K-Pop elements display people's idols with people's idols with fashionable appearances, good-looking faces, or fresh-looking faces. One of the main variables that contributes to an increase in the intention to purchase is imitation intention.

The K-Pop variable on imitation intention was indicating that it is significantly more likely to be imitated. The study also found a substantial relationship between imitation intention and purchase intention, with a positive direction, indicating that the more avid respondents observe K-Pop, the more their attitude toward Korean products will increase. The attitude toward Korean products in relation to buy intention was with a positive direction, indicating that the more positive the respondents' attitudes towards Korean products, the more likely they are to make a purchase.

6.2. Industry

This research is significant for the beauty industry in South Korea as a valuable input because it investigated imitation intentions and attitudes toward Korean products that increased the demand for Korean products in worldwide markets, particularly Indonesia. One option available to expand the potential of the worldwide market is to make use of well-known Korean musicians or singers. Exports from Korea to other countries, particularly Indonesia, will expand in direct proportion to the degree in which there is an intention of imitation on the part of the target market in the global market. Indonesia is one of the most important markets for South Korean goods, and its citizens are avid consumers of Korean music and pop culture.

According to the results of this study, hallyu has a beneficial impact on the intention to imitate and the attitude toward Korean items, both of which will favorably boost the intention to acquire Korean goods. In order to boost sales in international markets, particularly in Indonesia, the Korean business sector needs to increase the number of artists and singers it employs for product promotion. The findings of this study indicate that skin care products, apparel, and cosmetics are the items that consumers desire to purchase the most.

This finding is consistent with the appearance of Korean musicians or singers, who consistently appear revitalized and well looking and wear fashionable clothing. It is vital to enhance imitation intentions and attitudes toward Korean items in order to improve purchase intentions in the worldwide market, especially in Indonesia. This can be accomplished by incorporating Korean musicians and singers into the process of growing exports.

Hallyu's rise to prominence in Indonesia has undoubtedly contributed to the country's growing adoration of South Korean artists. Next, a growing number of people have the desire to emulate the careers of their most admired actors, musicians, or artists. Making an effort to emulate idols increases one's desire to buy products from South Korea so that they can be more like the idols.

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