



A QUALITATIVE STUDY ON THE SOFT POWER OF KOREAN POPULAR CULTURE
ON CONSUMER BEHAVIOUR IN MALAYSIA

GAN XI NI

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT FOR THE AWARD OF
BACHELOR OF COMMUNICATION (HONS) JOURNALISM
FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

JAN. 2019

A QUALITATIVE STUDY ON THE SOFT POWER OF KOREAN POPULAR CULTURE
ON CONSUMER BEHAVIOUR IN MALAYSIA

GAN XI NI

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT FOR THE AWARD OF
BACHELOR OF COMMUNICATION (HONS) JOURNALISM
FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

JAN. 2019

ACKNOWLEDGEMENTS

This thesis could be completed on time is the greatest thing that I appreciate. From the first time to choose for a topic, filtration and investigation of all the information is indeed require a long duration. Therefore, I am deeply thankful to the people that helped and encouraged me throughout this period of time. I am thankful to my supervisor, Dr Tan Huey Pyng. Without her guidance and references, I would not complete this thesis with a firm direction and learn new things.

I am thankful to my parents for the warm encouragement and understanding all the time when they concerned on my progress and sometimes, providing some useful opinion when I ran out of ideas. Besides, I am thankful to my friends that show continuous support and give some advices when I encounter problems and worries.

Last but not least, I am thankful to the participants that willing to spend some time and agree to be interviewed even though they are busy with their own jobs. This thesis could only be done by the contribution and effort given from each and every one of you.

GAN XI NI

APPROVAL FORM

This research paper attached hereto, entitled “A qualitative study of the soft power of Korean popular culture on consumer behaviour in Malaysia” prepared and submitted by “Gan Xi Ni” in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Journalism is hereby accepted.

Supervisor

DR. TAN HUEY PYNG

Date: _____

ABSTRACT

In line with varieties of globalized products and images that could get in Malaysia, especially when information could be spread easily and fast in this modern world, people's consumer behavior can be subjected to a range of influences. One of the influences is the Korean popular culture that dominated through entertainment like Korean Wave (Hallyu), K-dramas, movies, and K-pop. Despite the extensive research on people showing interested attitude towards Korean Wave and how they attracted towards Korean Wave, there is lack of research on their consumer behaviour towards Korean products. Hence, there is a need to look into this aspect because consumer behaviour is believed to have its own unique thinking and decision making. Therefore, this study explored the relationship between Korean popular culture and consumer behaviour towards Korean products and look into their perceptions towards Korean products. This study uses in-depth interview to seek for the detailed opinion of participants and surprisingly the reason that most of they choose to consume Korean products is because of good quality rather than idolism.

Keywords: Korean Wave, consumer behaviour, Korean products, quality, socialization

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

Name : GAN XI NI

Student ID: 15AAB02181

Signed :

Date : 3 May 2019

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	i
ABSTRACT	ii
APPROVAL FORM	iii
DECLARATION	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
CHAPTERS	
I INTRODUCTION	1
Soft Power and Korean Popular Culture	1
Origins of Korean Popular Culture	3
The Growth of Korean Wave (K-drama and K-pop)	5
The influences of Korean Wave on Consumer Behaviour in Malaysia	8
Problem Statement and Research Questions	12
Research Objectives	14
Scope of Research	15
Significance of the Study	15
Limitations	15
II LITERATURE REVIEW	17
Theoretical Framework	18
Consumer Behaviour Theory	18
Factors affecting Consumer Behaviour	21
II METHODOLOGY	28
Introduction	28
Research Design	28
Population, Sample Size and Sampling Method	30
Data Collection	30
Data Analysis	32
III FINDINGS AND ANALYSIS	33
Introduction	33

Methods of Data Analysis and Presentation of Data	34
Data Analysis	35
Quality is the agent of consumer's positive attitude towards Korean products	35
Individual and group behaviour transformation	40
Korean Wave dominated the beauty ideology	45
IV DISCUSSION, CONCLUSION AND RECOMMENDATIONS	48
Discussion	48
Conclusion	52
Recommendations	53
REFERENCES	55
APPENDIX Interview Questions	62

LIST OF TABLES

Tables		Page
1	Table of South Korea cultural history	3
2	Numbers of Malaysian tourists visit Korea	10
3	Personal care and cosmetics products imports to Malaysia in 2015	13
4	Buyer's Black Box Model	20
5	External and internal factors affecting consumer behaviour	22
6	Demographic factors of consumers	33
7	Attitude of consumers towards Korean products	35
8	Purpose of consuming Korean products	38
9	Consumer behave differently in group and individually	41
10	Interplay between Korean Wave and consumer characteristics	46

Chapter I

INTRODUCTION

1.1 Soft power and Korean Popular Culture

With the end of World War II in 1945, we have long gone with the period that power was built on the fear of people, uses threat, forces, military and economic sanction that known as hard power. The coercive power was replaced by soft power, a term coined by Harvard political scientist Joseph Nye in 1990 (Nye, 2008). It is a non-coercive method, winning hearts and minds of people, having positive attraction and persuasion to achieve policy objectives via building networks and communication. In a simple explanation, soft power is getting others to want the outcomes that you want by persuades people rather than threatens them. According to Foster (2017), soft power is about diplomacy, both public and private, providing development assistance and aid, and facilitating direct exchanges and interactions between people. Most of the people will relate soft power with investment and economic development, however, it can also relate to culture, education and diplomacy.

There are some examples of soft power applied by countries like the United States and China through education. The United States made use of sports, films, and cultural exchange like youth exchange and study programme, trying to create a good ideology on neoliberal cosmopolitan citizens worldwide that specially focused on students are who from “the Muslim World” (Rowley & Weldes, n.d.). In 2005, a new initiative to boost Chinese-language teaching in American universities and language institutes around the world had been announced by China’s education ministry (Pan, 2006). Besides, China also invested in spreading its soft power by opened the first Confucius Institute in South Korea in 2014 to promote Chinese language and Confucianism ideology (Eleanor, 2019). Moreover, China was ranked third among the top study destination for international

students in 2017. As a result, more than 440,000 international students from countries like South Korea, the United States, Thailand, Pakistan, and India studied in China (Eleanor, 2017).

In the context of Malaysia, we are experiencing the soft power from American popular culture until now, our people dress in T-shirt and blue jeans, watching Hollywood movies, involving ourselves in popular sports like football and basketball, eating various types of fast food, and enjoying pop music like rock-and-roll and heavy metal. These cultures are among the most important types of soft power that influence our society. Besides, the Korean popular culture is perceived to be so attractive to many people that it has lasted for almost two decades now, and there is no sign of fading yet. Korean popular culture can be categorised into a few components: entertainment, language, cuisine, apparel, cosmetic, tourism and lifestyle. In this research, the focus would be on the entertainment component which consists of Korean dramas (K-drama), movies, Korean pop music (K-pop) and idol groups.

According to Wahab et al. (2013), television entertainment is one of the popular culture products that dominating the entertainment market and industry in the early 1970s in Malaysia. So, television and digital devices are among the most influential medium in delivering all kinds of information, ideologies, perspectives and norms to the viewers, no matter young or old, by broadening their knowledge and perspective. For example, a Korean variety show entitled Strong Heart was focused on the well-known Korean celebrities to open up and tell their own stories about their lives. And Weekly Idol is another Korean variety show that letting the K-pop idols to show off their talents and their songs. These shows are perfect for the audience to know more about their favourite celebrities and idols, and to find out about new ones. When the shows are promoting the Korean celebrities and idols, the audience would adapt to Korean popular culture

unknowingly. Therefore, with the rise of Korean popular culture, it can act as a part of soft power in affecting the people's values, attitude and behaviour.

1.1.2 Origins of Korean Popular Culture

In order to understand the cultural industry in South Korea, first of all, we have to look into its historical perspective from 1940s to 2010s.

Year	Objectives in South Korea's cultural policy	President
1948 - 1960	The affirmation of national identity by government of the First Republic	Rhee Syngman
1963 - 1993	Culture as an instrument to strengthen an authoritarian regime	Park Chunghee to Roh Taewoo
1993	Culture as a national economic instrument	Kim Youngsam
1998	Asian economic crisis	Kim Daejung
1999 - Current	Korean Wave	Kim Daejung

Table 1.1 Table of South Korea Cultural History

After Korea was freed from the ruling of Japanese colonial from 1910 to 1945 and the destruction of economic due to the Korean War that happened in 1950 to 1953, they had lost their own culture. The survival of Korea as a country was put under threat when it was forced to separate into the North and South Korea led by two superpower – Communist and democratic blocs that were in great rivalry then. In order to overcome the 35 years of Japanese influence and the devastation of a three-year war, the issue of national identity was the first challenge to be resolved by Rhee Syngman's first Republic (Park, 2015). This is because the people in Korea were forced to assimilate into Japanese culture when Japanese exploited in both economic and humanistic.

In the second republic under the govern of General Park Chunghee, Korea first cultural policy was implemented in 1961 by General Park Chunghee where the Ministry of Public Information was established to manage the movies, theatre and other performance arts. He controlled the numbers of foreign movies shown in Korea to prevent competition between the domestic film and foreign film. In order to merge the power of authoritarian regime, policies and legislatures related to culture to foster a South Korean national identity started to systematise and be centralised. With the help of 24th Summer Olympic Games that held in Seoul in 1988, Roh Taewoo, the last military leader realised that the power of culture is impactful to influence the international society, hence he emphasised on the improvement of the people's cultural life (Park, 2015).

The cultural policy was then gone globally oriented under the government of Kim Youngsam in 1993 when he was advised to support and subsidies Korean media production, developed in films and media, make it as a part of the country's export strategy. It matched the Kim Youngsam's slogan of "Segehwa" (globalisation) when the policy was able to reach the goal (Park, 2015) and constitute the early form of Korean culture. In 1998, under the government of Kim Daejung, Korea experienced Asia economic crisis and led to heavy loss in manufacturing sector. Kim Daejung reorganised the country's policy with neo-liberal strategies, corporatist form of policy-making and a cultural policy that was directed towards building a digital society (Park, 2015). Korea started to restrict the cultural imports from Japan in order to stop the spreading of Japanese movies, anime (animated cartoon), manga (a style of comic), and Japanese pop music (J-pop). This is indeed the important turning point for Korean economic and Korean culture that focused on the entertainment industry.

The boom of Korean Wave, known as "Hallyu" shot up after the country had braved the economic crisis. The flow represented by a translated term (Han Liu 韩流)

originated from a journalist in Beijing, China in 1999. Korean Wave landed its very first step in the mainland China upon their diplomatic relations in 1997. Korean dramas and their pop music gained great popularity among the Chinese communities (Korea.net, n.d.). Afterwards, they started to become the global phenomenon across Asia, the Americas, Europe, and Africa. The expansion of “Korean Wave” craze has a strong impact in creating a lot of Hallyu-related organisations and K-pop fans clubs all over the world. According to Roll (2018), Hallyu has contributed 0.2% for the Korean’s GDP in 2004, amounting to approximately USD 1.87 billion. The amount had increased dramatically after a decade, 2014, which it had reached USD 11.6 billion; this has boosted the overall Korean economy.

1.1.3 The Growth of Korean Wave (K-drama and K-pop)

Korean Wave (K-dramas and K-pop) development can be clearly discussed under two stages.

First Stage: K-drama

The duration for K-drama lasted from 1995 to current. K-drama refers to the television drama that received good responses worldwide in recent years. It is the number one export by the broadcasting system in Korea. As mentioned earlier, it spread firstly to China when the drama *What Is Love All About* was broadcasted in the state-run Chinese television, CCTV (Lee, 2011). The drama received a high popularity due to the Confucianism-related storyline. The emphasis of the moderate values and freewheeling attitude were welcomed by the Chinese for they share the same cultural emotions and affinities.

After that, the Korean Wave began to penetrate into the neighbouring Asian countries, including Southeast and Central Asia since year 2002. The first K-drama – *Winter Sonata* has created a high popularity, which the “Yon-sama syndrome” was yielded

in various countries like China, Japan, India and Malaysia. “Yon-sama” is a nickname given to the male lead of *Winter Sonata*, Bae Yong-Joon. *Yon-sama* was coined based on his name *Yong* and the Japanese word *sama* that means “prince”. Thus, it referred to “Prince Yong” or “My Dear Lord Yong” (Sun, 2006).

The “Yon-sama syndrome” evidenced the popularity of Bae Yong-Joon, especially in Japan where the headlines of Japanese’s newspapers were flooded with “Yon-sama” term at that time to describe the welcome of Bae Yong-Joon by almost 500 fans at Haneda International airport, Japan. This had directly contributed to the Korean tourism sector where the highly-educated Japanese middle class women became very interested to visit the *Winter Sonata*’s film site that is located in Namiseom Island, Korea. As for Malaysia, *The Star* newspaper reported that *Winter Sonata* was getting big hit in Malaysia when it was first broadcasted on TV3 in August 2002, which it had attracted up to 1.5 million viewers (Azizan, 2012).

Romantic drama, historical drama and fantasy drama are the most famous genres among the world audience. For example, *Dae Jang Geum* (Jewel in the Palace) gained high popularity in 2003. Its content encircled the Korean instinct culture attracted 90% viewing from the Middle East (Kim, 2015). Another obvious explosion of Korean drama was made by the drama entitled, *You Who Came from the Star* broadcasted in 2013. It is a romantic fantasy drama that likened by the younger generation and it was very popular in China and Malaysia. This drama won a few awards like the Grand Prize, the highest award for television drama, and SBS Drama Award in Korea. The most recent great hit drama is *Goblin*, which is also a romantic fantasy drama broadcasted in 2016 to 2017, it has got 12.9% rating nationwide and 20.9% in Korea (Ghunter, 2018).

Second Stage: K-pop

Korean pop-music, known as K-pop is another phenomenon under Korean Wave that flourishing long since the early 2000s until now. According to Shin and Messerlin (2016), K-pop is the popular music sector that focused on boys and girls “idol” groups that feature singer-dancers, and the type of music includes dance, electronic music, electro-pop, hip-hop and R&B. K-pop could reach an excellent equilibrium in mixing two or more music genres like Korean and the American Hip Hop and Euro-techno (a genre of electronic dance music) from the West, plus J-pop; making K-pop songs innovative enough to attract the audiences (Parc et al., 2016). The early distribution of K-pop was through online circulation, mostly via Youtube website. Therefore, the attractiveness of K-pop is not only with the lyrics and melody, but also with the visual elements.

K-pop is further expanding to overseas when the concert of the first boy-band H.O.T was held at Beijing Worker’s Gymnasium in February 2000 (Korea.net, n.d.). As a continuous process, there are a few good results that K-pop achieved in different countries, proving the popularity of K-pop among the international audiences. In 2002, a female Korean singer – BoA’s first Japanese album, *Listen to My Heart* was released and hit the target of selling one million copies and she became the first non-Japanese that ranked the first on the Oricon chart in Japan (MoonROK, 2014). By then, many Korean bands like SS501, Super Junior, and Girls’ Generation were labelled as “idol” status and they began to rise abruptly.

Besides, thanks to “*Gangnam Style*” that was introduced in 2012 by Psy, a K-pop singer that contributed in triggering the cultural tidal wave by becoming the first Korean music video with 100 million views on Youtube website. According to the Kim (2012), *Gangnam Style* was ranked the first for both the United States’ and England’s music charts, it was also ranked fifth in Germany, 13th in France and 56th in Japan. These five music

charts are the largest music industries in the world. *Gangnam Style* was ranked first, second and third in charts of 37 other countries.

There are also worth-mentioning achievements by other K-pop groups. EXO, a boy idol group broke the record in sales, when 6.1 million albums were sold out in 2012. In year 2014 and 2015, EXO were ranked the most influential celebrity by the Forbes Korea. They won both Grand Prize and Album of the Year award in the 28th Golden Disk Award by selling over one million copies of album, making them as the best-selling Korean artist in twelve years (Mare, 2018). The government organisation under the Ministry of Culture and Tourism – Korea Tourism Organisation (KTO) selected EXO as the public ambassador and are promoting Korea all over the world now (Koreaboo, 2018). According to Kozhakhmetova (2012), CN blue, a boy-band is appointed to be the ambassador for their national airlines.

The personal attractiveness of Korean celebrities and the wide spectrum of musical and visual elements in K-pop music video, along with the experimentation of different genres of music like jazz, R&B, hip hop, and electronic dance, helping the Korean idol groups in modernising Korean's contemporary music and make K-pop as one of the world renowned music genres.

1.2 The influences of Korean Wave on Consumer Behaviour in Malaysia

The popularity of Korean Wave has become the mostly discussed in many countries in the world, including Malaysia. According to various studies and researches, the main sources that catching people's interests towards Korea and their culture are the K-dramas and K-pop. According to Ariffin et al. (2013), Malaysian's local satellite television channel (Astro) is providing the installation of KBS World Channel, a channel broadcasts Korean dramas, music and reality shows to satisfy the desire of audiences towards Korean

entertainment. With the easy access to this genre of entertainment, the widespread of K-drama and K-pop further infiltrates the consumer behaviour among the Malaysian society.

Consumer behaviour is broadly the study on the human behaviour and processes of individuals, or organisations in searching, selecting, using and disposing goods, services, ideas or experiences in order to satisfy their needs and wants (Chand, n.d.). According to Sahney (n.d.), consumer behaviour can be defined as the interplay of forces that takes places during a consumption process, within a consumer's self and his environment. According to Oxford Dictionary, interplay is the way in which two or more things have an effect on each other. This refers to the interplay between consumer's self and Korean Wave.

The consumer's self can be defined as their own characteristics or genetic senses of selection or attitude, and yet this sense of self could be influenced by the environmental circumstances which the environment refers to Korean Wave. The pattern formation process of consumer can be observed in both individual and collective level. For example, a person might not want to buy Korean products when he has his own thinking, however, when the Korean products were popular among the person's surrounding, then he might change his behaviour. The aim is to explain and predict what happens to the consumer behaviour when the self of the consumer is corresponding to Korean Wave. Behaviour is the outcome, the "visible part" that consumer would take action, to buy or not to buy, or engage in the services, or experiences.

In the context of Malaysia, Korean Wave effects of the Malaysians are seen in contributing towards the increase of Korean tourism under the craze of *Winter Sonata*. According to Azizah (2012), Korea Tourism Organisation revealed the data that 90,000 foreign tourists visit the Namiseom Island in Korea each year; and Malaysia is the fastest

growing inbound market for Korea that reach 40% of growth in 2011 and 44% in 2010. Due to the increasing of Hallyu's fans in Malaysia, people are getting more interest towards Korea, Korean, and their culture, below is the table that recorded the number of travellers from Malaysia visited Korea, comparing the year 1996 and 2015 to 2017.

Year	Total Visitors	Tour Purpose	Age 21 - 30	Age 31 – 40
1996	34,957	-	-	-
2005	96,583	-	-	-
2010	113,675	-	-	-
2015	223,350	199,705	57,464	48,998
2016	311,254	280,039	80,238	65,130
2017	307,641	279,558	82,132	63,423

Table 1.2 Numbers of Malaysian tourists visit Korea

Source: Korea Tourism Organisation

The year 1996 was having a total of 34,957 Malaysian tourists that visited Korea. It is a big gap between 1996 and 2015 because Korean Wave has not yet introduced in their country. When comes to year 2005, Korean Wave is just getting started and the number of visitors from Malaysia is obviously higher than year 1996. In year 2010, Korean Wave is quite well known among the people, so the growth rate of number of visitors from Malaysia was having a gap compare to the previous year. Besides, the number of tourists visited to Korea for tour purpose in 2016 was increased to 280,039 from 199,705 in 2015, however, in 2017, the number was slightly dropped due to the fluctuating Ringgit trading at USD1 to RM4.41 (Wan, 2017). Referring to the data provided by the KTO (n.d.), the highest age groups that visited Korea was the people aged from 21 to 30, followed by aged

31 to 40 in these three years. This may reflect that the people aged from 21 to 30 are the people that influence mostly by Korean Wave.

Moreover, K-beauty, a term refers to the skin care products and cosmetics products from South Korea, is starting its trend in Malaysia too since the people are attracting to the beauty of the celebrities and K-pop idols. A number of people, regardless their ages, began to invest money and time on the beauty products from Korea. According to what Kam (2016) written on *The Star*, AmorePacific Group (Korean cosmetics company) is the world's 12th largest cosmetics company that had made an increase of 21% in their sales in 2016. Their company in Malaysia – AmorePacific Malaysia Sdn Bhd recorded 78% of sales growth in 2016, showing that it is the fastest growing cosmetics company in Malaysia. The famous Korean brands like Laneige, Sulwhasoo and Innisfree had contributed 60.4%, 13.2% and 26.4% respectively in their sales. Therefore, this statistics is showing that Korean Wave is influencing the consumer behaviour of Malaysians in high purchasing of Korean cosmetics products.

Besides, Korean cuisines and various outlets can be seen mushrooming in the big cities, for example, KyoChon 1911, Daorae Garden Korean BBQ Restaurant, DubuYo, and many more Korean restaurants in Malaysia. According to Cho (2010), the drama *Dae Jang Geum* that showcasing Korean cuisine was adored by Malaysians, causing them to get interested to Korean cuisine. So, people could start to taste Kimchi, the famous fermented vegetables that represented the culture of Korea and Korean Barbeque hit is getting higher and higher. According to the news reporting from Dzul, Z. (2016) in the *News Straits Times*, the calculation on the demand for Korean food is twice compared to the previous year. Among others, Malaysians aged 26 to 35 contributed as an average of 40% from the total sales. This proven that the acceptance of Korean popular culture among the people in our country is very high.

Malaysians are also eager to learn Korean language under the influence of K-pop. They would attend Korean language classes to learn the language in order to understand to Korean lyrics. And yet, many universities in Malaysia like Universiti of Malaya (UM), Universiti Sains Malaysia (USM), and Universiti Teknologi MARA (UiTM) are offering Korean classes to the students (Betty, n.d.). As well as Univeristi Tunku Abdul Rahman (UTAR) too, promoting Korean class through the e-mail every semester. Besides, in the main website page of Centre of Extension Education under UTAR was quoted: “Enjoy watching Korean television dramas and K-Pop? Wouldn't it be nice to really understand what they are saying, instead of reading subtitles? Well, you now have the opportunity to learn Korean here at CEE UTAR. Classes are for all levels, beginners to advanced.” Thus, it is a normal phenomenon that everyone knows Korean Wave is the current trend and useful as a promotion tool.

Eventually, the expansion of Korean Wave can reach to a few sectors, including tourism, marketing, cuisine and education in Malaysia which causes a chain reaction on consumer behaviour among Malaysians. They might switch their preferences from the previous one in order to fulfil their desires. When the Korean Wave acts as the environmental influence is getting high popularity in the society, the interplay of forces to manipulate the consumer’s self can change their consumption on Korean products.

1.3 Problem Statement and Research Questions

The market industry in Malaysia is getting down when the younger generations are becoming more and more fascinated towards the Korean Wave. This has caused the trends linked with Korean Wave to sweeping the society in a short period, i.e., dominating in buying Korean products compared to other countries products. Below is the table of personal care and cosmetics products imports to Malaysia in 2015:

Top-three categories of Personal Care and Cosmetics Products Imports into Malaysia in 2015 by Country (%) Market Share								
HTS Code	Description	USA	China	Japan	France	Thailand	South Korea	EU 28
3304	Make-up & Skin-Care Preparations	41	5	28	13	14	57	41
3307	Cosmetics & Toilet Preparations, Inc Shaving, Bath Prep and Deodorants	15	15	3	1	11	9	5
3401	Soap & Other Products to Wash the Skin	9	2	4	1	8	8	4

Table 1.3 Personal Care and Cosmetics Products Imports to Malaysia in 2015

Source: International Trade Administration

From the table, we can see that the beauty care products from Korea are the highest import among all the countries, which it occupied 57% of the total market share. This indicates that the demand of Malaysians towards Korean products is high, leading by K-beauty craze. People are mostly attracting to the packaging of the products, and K-beauty products fulfil this term, they are innovative in their packaging, including air cushion, peel off makeup and lip balms in various shapes and design like flower and fruits (International Trade Administration, 2016).

The younger generations, especially females tend to be attracted by the Korea products due to the Korean Wave where 46.8% of female with better education in Malaysia, highly expose to foreign cosmetics and skin care brands, and equip with the basic knowledge of skin-care regimen. So, the beauty care market is focusing on the female audience when the appearance of celebrities in K-dramas and K-pop is perfectly packaged without any flaw. This is common when the fans of Korean Wave ask for the products, like which shades of lipstick the celebrities are using, and where their clothes

from. According to Hong (2017), the lipstick shade of YSL's Rouge Pur Couture in No.52 Rosy Coral was not only sold out in YSL counters in Seoul, but all around the world when Jun Ji Hyun, the character from *You Who Came From The Star* shows superficially attractive appearance by using it. Moreover, Laneige's two-tone lip bar and the BB cushion that used by Song Hye Kyo in *Descendants of the Sun* before a date with Song Joong Ki were sold out too due to the high popularity of the drama.

The high purchase on Korean products no doubt will lower the market of local products since most of the Korean cosmetics products are promoting with the help of Korean Wave while not for the local cosmetics. There has to be an answer in explaining why the consumer would change their behaviour pattern when the self is correlating with the Korean Wave influential. So there is a need to study and analyse the interplay between consumer's self and Korean Wave and how it is affecting Malaysians' consumer behaviour towards Korean products.

The research questions of this study are:

RQ1. What are the consumers' characteristics that influence their behaviour towards consumption of Korean products?

RQ2. How does consumer behave individually and in groups towards Korean products?

RQ3. How does the interplay between Korean Wave and consumer's characteristics contribute to the consumption of Korean products?

1.4 Research Objectives

The research aims are as follow:

1. To determine the consumer's characteristics that influence their behaviour towards consumption of Korean products.

2. *To analyse how does consumer behave individually and in groups towards Korean products.*
3. *To identify the interplay between Korean Wave and consumer's characteristics contribute to the consumption of Korean products.*

1.5 Scope of Research

The scope of research will be focused on analysing the Malaysians' consumer behaviour towards Korean products under the influence of Korean popular culture, which the source of soft power is mainly from K-drama and K-pop. Moreover, the surrounding is only focus in Malaysia and the participants are Malaysians.

1.6 Significance of the Study

This research could contribute to the literature on a different approach in researching the relationship between internal factors, like consumer characteristics and Korean Wave towards the consumption of Korean products. This would help them to realise that the growing popularity of Korean Wave is now move towards a morbid state when everyone is craze for Korean products, following the bizarre trends brought by K-pop, and paying in an expensive price to get the product due to their unbalanced mentality.

With the help of in-depth interviews, this research would provide valuable insight for them to realise on the severe consequences if Malaysia is getting soft powered by Korean popular culture.

1.7 Limitations

First of all, the main challenge is the sample size was small. There were only 14 participants being interviewed. So, the data collected was in a smaller disparity, making the

consumer behaviour and patterns were hard to detect. Hence, this small number of sample size could not represent the people of the whole market, it might also affect the accuracy of the result. Some participants like other races were refused to take part in the interview, which cause a lax balance of analysis.

Next challenge would be the way researcher defines the meaning of an action, tone or their written words might not necessary reflect the actual meaning of the participants that they actually want to express. Misunderstanding might come in certain extend if there is mistranslation of words and their meaning. For example, they stand firmly in their position that they emphasize more on local product after they did research, however does not mean that they were frustrated with Korean product.

Moreover, the interviews were conducted through instant messaging or phone interview because some of the interviewees were employees and could hardly find a time to meet, such as reporter and teacher. And the participants were scattered all around different states in Malaysia, hence online interview and phone interview are the best ways to contact them.

Chapter II

LITERATURE REVIEW

2.0 Literature Review

This chapter will discuss the factors influencing consumer behaviour towards Korean products. There are a few similar cases that related to the research objectives from overseas were reviewed, and related theoretical framework is included.

Here is a little history about the origin of consumer behaviour. The United States entered World War II in 1941, creating immediate products shortage, reducing on the consumers' spending. After the end of World War II in 1945, economic depression was happened and in order to satisfy the American's demand, so the market producers introduced a wide range of modern new product and new way in selling them (AdAge, 2006). Consumerism of the Americans resumed and the consumption overall rise during the period from 1945 to 1960. Therefore, with the rise of consumer movement, consumer behaviour was formed and investigated as a motivation research in 1940s and 1950s (Fullerton, n.d.).

The research on consumer behaviour is important to the marketing field by investigating how to consumer make decisions to spend their resources like money, time, and effort to their consumptions and use-related items. However, the preferences of consumer can be shifted according to time, and human behaviour will vary based on different people, so consumers did not always behave to what the theories are suggested. Despite the suspicious that Korean Wave is a temporary and isolated trend where it might be a short-lived fashion, however it is not only survived for years, and yet expand to several sectors like Korean language, tourism, food and culture, including the diverse and wider products. Therefore, Korean Wave has becoming an interesting and important topic to the research area, for the researchers to explain on this new phenomenon.

There are various existing researches focused on the angle of the influence and the effects of Korean Wave towards the countries, and the factors that contributed in spreading Korean Wave. Much of the work investigated the external factors of the influence of Korean Wave towards purchasing Korean products and the consumer behaviour; however, there is a need in investigating the internal factors of consumer towards Korean Wave and consumption of Korean products. Despite the external factor is one of the important elements in contributing to the changes of consumer behaviour, internal factor is equally important to act as the key factor and the final judgement in consumer's mind which will decide their behaviour.

Most of the current researches are providing valuable insight to the investigation of consumer behaviour under the influence of Korean Wave, there are several limitations to this research. First of all, there is lack of researches that investigate into the internal factors of consumer behaviour towards the consumption of Korean products. It is important not to treat internal factors seriously where it can act independently from the external factors. Besides, consumer characteristics are playing a vital role in the widespread of Korean Wave and the consumption of Korean products. In contrast, existing studies are rarely mentioning on the internal factors which refers to the consumer's mind when they come to the consumption of Korean products. This research provides worthy in the academic attention, aims to fill the gap of little research on the internal factors of consumer behaviour.

2.1 Theoretical Framework

2.1.1 Consumer Behaviour Theory

As an inseparable part in marketing field, consumer behaviour theory is always a must in research to know the certain way that makes up consumer behaviour towards their

consumerism. Referring to the previous researches, there is not only one model to provide guidelines and fully describe the consumer behaviour theory. It is a framework that based on various studies in order to provide guidelines on understanding the consumer behaviour and how they make their decisions. There is a stimulus-response model for consumer behaviour, known as “black box” model. It explained the external stimulus-response, meaning that the buying decision of consumers could be triggered by external factors, including market messages, sampling, product availability, promotions, and price (Lumen, n.d.).

According to Lumen (n.d.), the consumers’ response is a result of a conscious and rational decision process regardless what is happening in the “black box” since some of the people might tempt to make irrational and emotional buying process as a consumer is a mixture of rational (highlighted by economic price elasticity model) and emotional and cognitive (highlighted by psychological model) buyer. The exchange process would be different when the consumers do not fully understand what drives their choices. The consumer’s mind and thought processing are treated as “black box” which this area could not be opened to find out how it is working.

The black box model mentions personality, motivation, attitude, and learning process as the factors standing between input stimulus and output behaviour. According to Oliveria et al. (2014), if the neurology professionals could use science to locate the consumers’ “buttons”, there will be closer to opening the consumer’s mind’s black box, but most explanation about market behaviour was based on inferences until now. Therefore, both the external and internal stimuli act as a reference to influence their consumption. Buyer’s black box model is originated by Professor Philip Kotler, the author of *Marketing Management* (Pearson) with seventeenth edition now and the most widely used marketing textbook in graduate schools of business worldwide. One of the most used models of

consumer behaviour is the buyer's black box model. This model could be found in a few editions of Kotler's Marketing Management textbook like the 11th edition, 16th edition and the newest edition – 17th edition that published in 2018. The "black box" model is as follow:

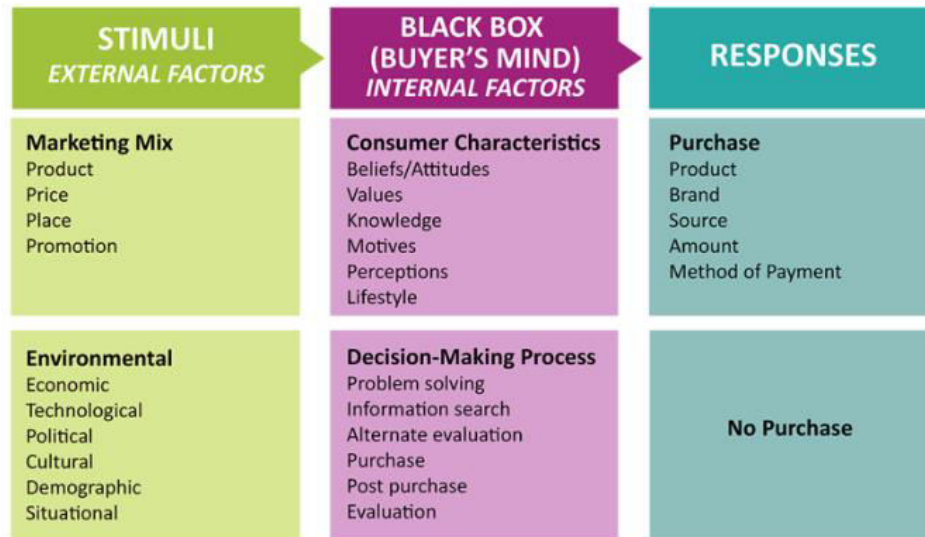


Table 2.1 Buyer's Black Box Model

Source: Marketing Management textbook, Philip Kotler

The figure shows the black box model for consumer behaviour. It is making up of stimuli (external factors), the buyer's mind (internal factors) and responses. In this research, the key elements to investigate are the external and internal stimuli that would affect the consumer's behaviour. By looking into the elements, the factors affecting consumer behaviour can be analysed.

Marketing mix (4ps) and environmental factors are the external circumstances that can influence the buyer's mind. Under the economic theory discussed by Thuy (2016), if people have the full knowledge on every commodity, including the price and utility, they can compare and make their choice in purchasing the right product. For example, a person will choose the cheap product when his has a low income, this is where the external circumstance like economic problem is shaping his choice.

When the stimuli go through the “black box”, the buyer’s mind, a decision is then formed. The black box consists of two parts: the consumer’s characteristics and decision-making process. There are a few steps in the decision-making process where people are going to search information of the product or service if they decide to purchase, they will evaluate the products a few times with a lot of consideration. In the end, they will choose to purchase or not to purchase. Next, the process continues to the outcomes of the decision-making, refers to the buying attitude, preference and buying behaviour of the consumer, they will determine the decision of what, when, where and how much to purchase. Hence, the black box is the central element of the consumer behaviour.

Consumer’s characteristics are the key elements under the black box that would influence the consumer behaviour. It consists of beliefs or attitude, knowledge, perception and lifestyle of the consumer. Different behaviour would occur when a person receive different perception and knowledge from the surrounding. For example, when an individual is not addict to Korean Wave, K-dramas or K-pop and does not have any knowledge on Korean popular culture, then the person would not give much attention towards the Korean products that endorsed by Korean celebrities, and yet they might choose the products which is matching with their preference. These personal feelings would drive the consumer to change their behaviour according to what they are concern and suit to their surroundings.

2.2 Factors affecting Consumer Behaviour

Various factors have investigated in manipulating the consumers buying behaviour, including external and internal factors. The factors that influence the consumer behaviour are as follow:

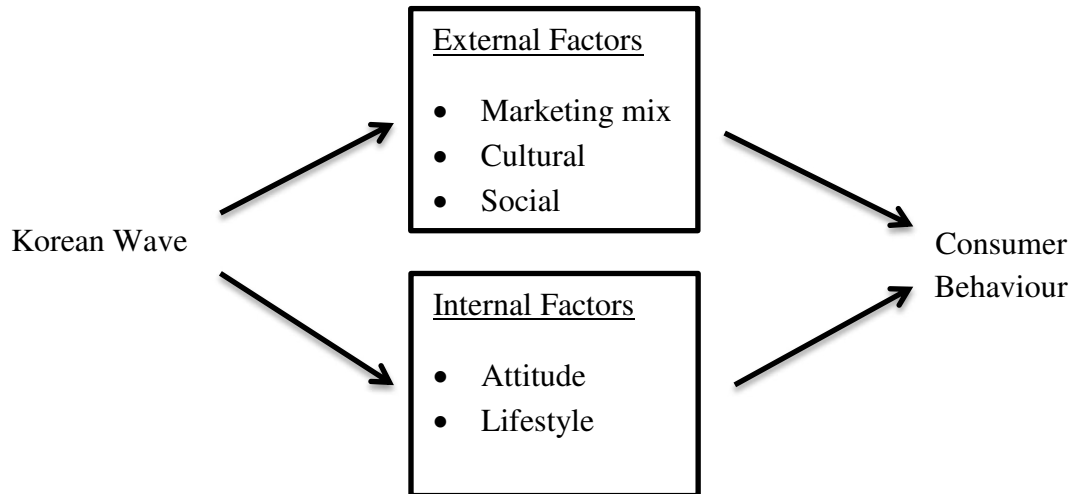


Table 2.2 External and Internal Factors affecting Consumer Behaviour

External factors are referring to the outside influences that can impact a business or an issue. The action of these factors can directly or indirectly changes the consumer's behaviour. There are a few external factors can be concluded from the buyer's black box model: the marketing mix and cultural factors.

Marketing Mix

Marketing mix or known as 4ps, consists of four elements: price, product, place, and promotion. These are the strategies that specially designed by marketers to attract the consumer's attention on their products. These strategies could also help them in defining the market atmosphere and analyse the trends of the market. According to Linh (2016,) Korean first naturalism cosmetics brand, Innisfree has done a market analysis on Vietnam to investigate on the 4ps in order to improve their sales. In the pricing segment, Innisfree will lower their price to the local middle-priced products to enhance the Vietnamese recognition and satisfy their needs. Next, Innisfree offers various beauty care products with organic and natural ingredients such as Jeju green tea, Jeju sea mustard and Jeju volcano that emphasise on their eco-friendly and naturalism ingredients.

Moreover, Innisfree opened its brand shops in Vincom Shopping Mall - the biggest shopping mall in Hanoi, Vietnam and around university campuses to enlarge its market share where those places are always gather with young people, especially the 20s. Furthermore, Innisfree is taking the advantages from different sources to promote their products, especially on the Internet and social media. According to Linh (2016), Innisfree sometimes would held the “like & share” event on social media like Facebook and when the audiences fulfil this requirement, they will have product giveaway to increase the audiences’ brand awareness. Innisfree will also upload some makeup tutorial videos using their own products on Youtube website almost every month. Innisfree is promoting its products by making use of Korean celebrities as their ambassadors, like the famous actor Lee Min Ho and Yoona, a member from K-pop girl group Girls’ Generation. By using this tactics, they could attract a huge number of the celebrities’ fans to purchase their products.

Celebrity endorsement is a marketing communication channel when a celebrity acts as a brand’s spokesperson, certifies the brand’s claim and position by making use of his popularity and status (Roll, 2018). It is essential in building brand awareness and enhances their credibility since it is a great promotional tool to attract the attention of consumer and the media. Nike is one of the examples that use celebrities to promote their products in certain aspects like physical appearance, lifestyle, intellectual capability and athletic competence. A few Korean cosmetics brands are applying celebrity endorsement in their promotion, for example, the ambassador of Nature Republic is EXO, Krystal, a member from a girl group F(x) is the ambassador of Etude House while Blackpink is a girl group that ambassador for Moonshot in Malaysia. According to Yeo et al. (2015), 56% of Malaysians were willing to spend on their favourite celebrities, and 30% of them would spend on products endorsed by the celebrities. And yet, celebrity endorsement could be the external factor in causing attractiveness to the consumer.

Cultural Factors

According to Management Study Guide (n.d.), cultural factors consist of a set of values and ideologies of a particular community or a group of individuals. Culture is learning, when a person is learning from his family, relatives, peers and the people in his surrounding environment, the learning will become a value, and yet, culture is the value of the person. Korean popular culture is similar to the Southeast Asia's culture, where they are also emphasizing on the Confucianism elements and strong patrilineal, this could be known as cultural proximity and is vital to the acceptance by consumers. The consumer would have a sense of living in a shared time and similar experience that could not find on the Western popular culture when they are watching on K-dramas.

Besides, Korean popular culture creates cultural hybridity when they come in as a mixture of Asian and Western culture. This form of cultural hybridity will attract the attention of the taste of Asians, especially the younger one, when they prefer modern rather than traditional, in order to have a better contact with Western since most of the younger generations grew up in the developed society with communication and transportation technologies (Yang, 2012). Korean popular culture becomes their preference where it is unique, it has mainly a Western form in the outside, but Confucian elements in the content. This will attract young Asians to consume more on the Korean products due to its attractive and modern appearance but with a similar cultural background as them when they might reluctant to the different ideologies from the Western.

Internal factors are more towards a person's personal thinking, perceptions, and attitude. It is known as the internal influence that basically comes from the person's own lifestyles and way of thinking. It has the power to influence the consumer's behaviour through the individual's attitude and lifestyle.

Social

Social influence is one of the factors that could affect a person's mind and changes his consumer behaviour. A consumer's decision could be influenced by the reference group, friend, family, roles and status in the society. Consumers usually will try to coordinate their decision with the perception of the value of their reference group. When speak of consumer groups, it refers to individuals or groups of individual or the family who have a need and desire purchasing a good or service so as to fulfil the need and derive satisfaction (Nptel, n.d.). There are various of groups, they may be small or large, formal or informal based on the purpose of formation, legitimacy, and structure of reporting relationship. When consumer behaviour is investigated, the focus is more towards the small group since small groups can be cohesive in nature and there is more interaction between members to influence on the purchase patterns and consumption behaviour of each other.

Family is the first and has the maximum impact on consumptions patterns and consumption behaviour because the individual belongs to the family and they have the most frequent of contact and maximum interaction. Hence, they are the most influential group to change a person's values, lifestyles, attitudes and opinions. Besides, friends or the peer groups are the second group that could influence on a person's consumer behaviour. This is because the consumer tends to interact with his friends and get influence by them on the consumption patterns and decision making. The interaction between the person and his friend can occur in casual in nature when they belong in the similar social classes and having the similar values, beliefs and lifestyles. So when an individual is surrounded by the friends that are so into Korean Wave, the person would have change his mind and get influence by the friends in the decision of consuming Korean products since people tend to follow the majority, especially the peers.

Attitude

Psychologists defined attitude as a learned tendency to evaluate people, issues, objects, or events (Kendra, 2018). It depends on the knowledge level, enabling people to have understanding on a certain object. The understanding can be either positive or negative, and can be uncertain at times. As an example, it will be uncertain when a person is having a mix feeling towards someone. Attitude tends to control behaviour. For example, bizarre and daring outfits with bright colours, outrageous makeup with heavy eyeliner, and colourful hair streaks are the usual appearance for K-pop idols (Hoi, 2012).

The people nowadays might admire to the sense and generally adopted by youngsters. According to Hoi, when the celebrities started to wear luxurious brands like Givenchy, Prada, Chanel and so on, their fans would start follow the trend by wearing luxurious brands to make them look gorgeous and stylish. In China, the Chinese fans are having a positive attitude towards the consumption of similar food and drink to feel close to Korea. With the “Chimaek” (Fried chicken plus beer) concept brought by *You Who Came From The Star* drama, the chicken and beer businesses were suddenly boosted (Zhang, n.d.). When the consumer is having positive attitude towards Korean Wave, it will influence their behaviour.

Lifestyle

According to Cambridge English dictionary, the meaning of lifestyle is someone’s way of living and the things that particular individual or groups will do. Lifestyle can be expressed through the activities, motivation, attitude and the needs and wants of an individual. Different lifestyle of the consumer will contribute to different tastes and behaviour when the consumer is having different social background and life experiences. For example, if a person is paying attention on a healthy and beauty lifestyle, and when he

or she notices the K-beauty and Korean fashion is similar to their viewpoint, they might want to purchase the Korean products in order to have the similar effect like what is portrayed in the K-dramas or K-pop. Same goes to the consumer would like to consume on “Kimchi”, Korean’s traditional fragmented dish if they acknowledged that eating Kimchi is a healthy lifestyle since eating Kimchi is always show in the drama scene. This perception would drive them to the acceptance of consuming Korean cuisine.

Chapter III

METHODOLOGY

3.0 Research Methodology

3.1 Introduction

This chapter will explain on the method used in this research and the every component that included in the method like the approach, population, sampling method used. Moreover, there is also explanation on data collection method and data analysis method in this research.

3.2 Research Design

Research design is the structure of research and holds all the elements together in the research. It helps to organise the planning for the research methodology, the sequence and tools to carry out the collection and analysis of data. The method that is selected in this research is qualitative research method. According to Nursing Research (n.d.), qualitative research is a process of naturalistic inquiry to seek the in-depth understanding of social phenomena within their natural setting and enabling the researchers to observe feeling, thoughts, and behaviour of the society where it concerns on the understanding and words. The qualitative approach is the phenomenal approach where according to Waters (2017), phenomenological research is used to describe a “lived experience” of a phenomenon. Consumer behaviour could only be measured by this approach where it focuses more on the meaning, opinion and behaviour of the interview participants. There are a few methods in qualitative research: interview, focus group, observation (fieldwork), and action research.

In-depth interview is selected to conduct intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program and situation (Research Methodology, n.d.). Interviews can obtain the answers that are

more personal from the participants. According to Berg (2009), interview is an effective method in collecting information for certain types of assumption. In-depth interview can be used to acquire a wide range of answers about the personal opinion and detailed account of the participants where comes to cultural context, everyone has their own views, beliefs and the meaning can be interpreted differently. Follow-up questions could be easily asked to the participants in order to have correlation to the previous questions. Through interview, the acceptance towards Korean products can be well informed, what is their behaviour towards Korean products and how are they behaving individually and in groups. In addition, the research is going to explore the internal factors that contribute in their behaviour towards Korean products under the influence of Korean Wave. By doing this, the research can show their opinion towards Korean Wave and Korean products, and why they choose this product.

The interview questions are going to divide into three sections, there are credential verification questions, opinion questions and behavioural questions. First of all, credential verification questions are going to ask on the consumer's consumption on Korean products, merchandises and any other goods. This is to verify the credentials presented by the consumers. Next, opinion questions would ask on the opinion of consumers towards Korean Wave and Korean products. This is to analyse the consumers' responds in a series of scenarios, and the answers and responds are mostly typically come to their mind. The last one would be the behavioural questions that ask for specific examples why the consumers' choose to do or consume. These questions would help in investigate the consumers' past behaviour for future prediction.

The interviews will carry out in places within Malaysia, through instant messaging and phone interview. This is because the participants could be in different states in Malaysia but not limit in certain areas. The duration for one interview is estimated to be

half an hour. In order to carry out the interview with the participants, their consents would be sought to show respect on them. Taking notes and sound recording are the techniques to obtain and gather their opinions and viewpoints and as a credential to verify what they had said.

3.3 Population, Sample Size and Sampling Method

Population is defining as a targeted community or a group of people that could be the interest of the research. The interview participants should require the circumstances that they are Malaysians and currently staying in Malaysia. They should share the similar background that they did consume on Korean products before. The sample size of the research is approximately 10 participants who aged from 17 to 56.

The sampling method of this research is purposive sampling that is widely used in qualitative research method. According to Research Methodology (n.d.), purposive sampling is a non-probability sampling method, choosing by the researcher by selecting certain elements and judgement. Moreover, purposive sampling method will be effective when only limited number of people can serve as the primary data sources due to the nature of research design and its aims and objectives. Even though the number of participants estimated is not saturated, however these interviews will try to achieve a saturation point.

3.4 Data Collection

The procedure of collecting data would be carrying out the in-depth interview with the people in different age range in Malaysia, regardless any specification. The characteristic of the data collected is in text form. This is because the data collected by using interview method acts as the primary data. During the interview, interviewer should

not ask bias questions that would misleading the participants to be partial towards one side either they support or against the issue. Moreover, in the interview, the participants will be asking about their exposure to Korean Wave, what their perception towards Korean product is, their choice of spending and what factors make them to purchase the product.

The participants that agreed to be interviewed were 14 in number. Their age ranges were between 17 and 56 and with different occupation. Below is the table that shown the information of the participants clearly:

Participant	Age	Gender	Occupation
Participant 1	17	Female	Student
Participant 2	21	Female	Intern works in Korean Beauty Salon
Participant 3	22	Female	K-pop fan
Participant 4	24	Female	Reporter
Participant 5	22	Male	Student
Participant 6	23	Female	Malay Student
Participant 7	25	Male	Employee
Participant 8	34	Female	Primary school teacher
Participant 9	36	Male	Employee
Participant 10	29	Female	K-pop fan
Participant 11	30	Female	K-pop fan
Participant 12	32	Female	Employee
Participant 13	39	Female	K-pop online shop master
Participant 14	55	Female	Primary school teacher who is going to penchant

3.5 Data Analysis

Thematic analysis is chosen to analyse and interpret the meaning and opinions given by the participants. Since the answers given by them might not fully be in the same word or terms, therefore, transcribe is needed to decode to produce the results that giving meaning, experience and views. Coding analysis is used to look for the similarities and relationship to explain why things happen on their changing consumer behaviour and giving a summative statement from their interviews. Themes and subthemes would be formed to group all the codes in order to let the readers understand without confusing. The analysis of data could tell how the consumer behaves towards Korean products and the consumer characteristics in driving them to purchase on Korean products. The data analysis could help in answering the research questions.

Chapter IV

FINDINGS AND ANALYSIS

4.1 Introduction

This study had carried out in-depth interview towards 14 participants that aged between 17 and 55 in order to investigate their consumer behaviour towards Korean products in different age range and demographic factors. At the age between 37 and 56, female is found more concerned on Korean products than male especially comes to the cosmetic products and healthy lifestyle products. The samples are diverse in term of age and occupation where some of the participants do have special status linked with Korean Wave, such as members or staffs of a K-pop fandom, K-pop online shop master who sells Korean goods to customers, reporter, teachers, students and so on. Most of them have the similarity where they have the experience in using or consuming Korean products before and now.

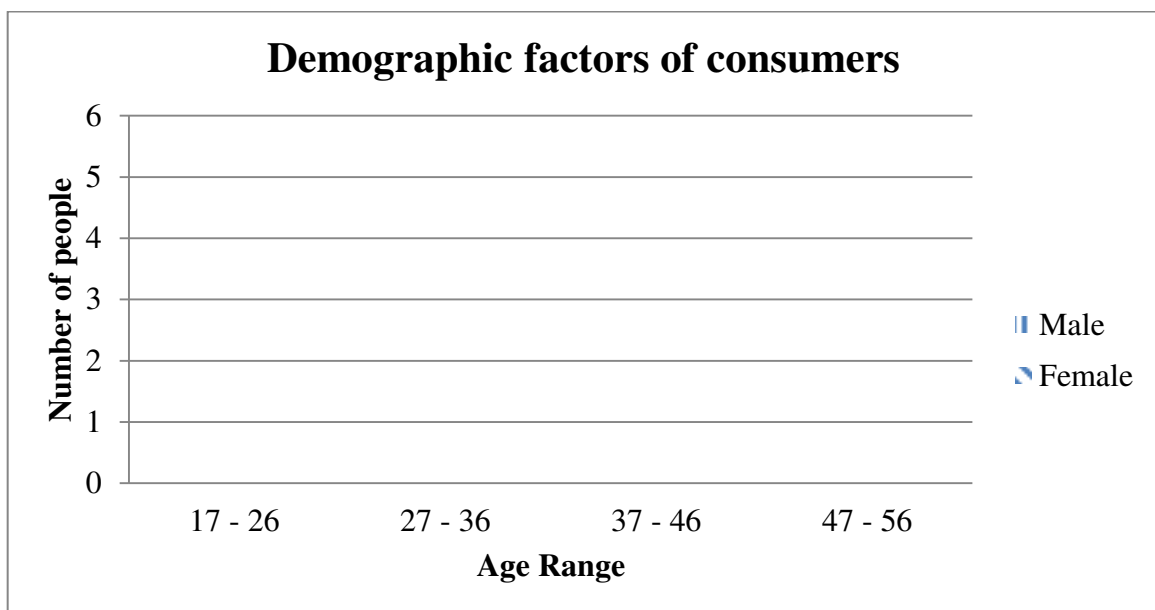


Table 4.1 Demographic factors of consumers

This chapter describes the analysis of data followed by a discussion of the research findings. Data collected were analysed to identify, describe and explore the consumer's characteristics towards the consumption of Korean products, how they behave in group or individually and the relationship between consumer behaviour and Korean Wave.

The interview questions comprise of three sections and data generated will be presented as follow:

- The first section is about the demographic data such as age, and do they have experience in consuming Korean products.
- The second section is about opinion question of the participants towards Korean products and Korean Wave.
- The third section is about behavioural question and asks for their examples in consuming Korean products.

4.2 Methods of Data Analysis and Presentation of Data

Thematic analysis was used to analyse the answers and opinion given by the participants. Themes and subthemes were formed in order to prevent the readers to get confuse. Tables and charts were used to give a clear analysis of the participants' answers.

4.3 Data Analysis

4.3.1 Quality is the agent of consumer's positive attitude towards Korean products

The first analysis of this study is to focus on the attitude of consumers on the consumption of Korean products and the purpose of consumers in consuming Korean products. This is because each and every one would have a different perception, needs and desire when come to purchase or consumption of any products. There are many factors that they would consider, care and think about. Not only they would experience the influences from external factors, but also the internal factors.

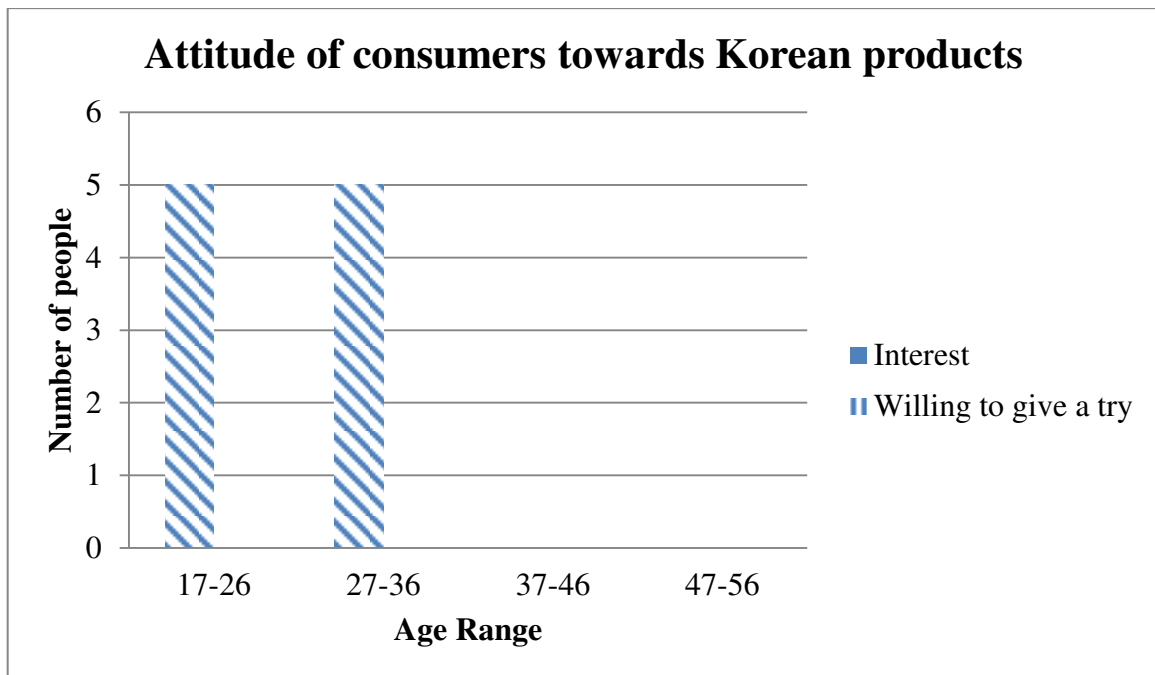


Table 4.2 The attitude of consumers towards Korean products

All the participants were giving the positive answer that they were interested in Korean products and even the adults in middle aged (37 to 56) were also willing to give a try on Korean products. Here are the analyses of the reasons why they were interested towards Korean products.

Statements given by participants	Codes
<p>Korean popular culture really widely spread around the world nowadays and being highly supported by the fans. These might be due to their hard work in promotion, high quality of products and handsome or pretty faces included in the shows or activities. Korean Wave is the factor that makes me interested to consume Korean products. I remember my first time to get in touch to Korean product is because of K-pop. (Participant 3)</p>	<p>Idolism, Good quality, Attractive appearance</p>
<p>I get affected due to the advertisement as it brings good and attractive visual. Sometimes I might get affected by Korean show. I would wish to have the same phone as the idols have. Appearance is one of the characteristics that make me interested to consume Korean products. I could not deny that Korean products are creative in creating their own products. They are good in playing with technology. For example, Samsung first started with the edge screen which gives users a wider view. And also with their famous cosmetics products which currently become the favourite of the youngsters because Korean cosmetics products are always comes with the promotions of Korean celebrities and K-pop idols.” (Participant 4)</p>	<p>Attractive appearance , Idolism</p>
<p>I am interested to Korean products is because Korean products seems to have good quality than local products. (Participant 8)</p>	<p>Good quality</p>
<p>My main interest in choosing to consume Korean product is because of their quality. (Participant 10)</p>	<p>Good quality</p>
<p>My motive to consume on Korean product is mostly because of</p>	<p>Good</p>

<p>its quality. I don't confident with local products and I surely will choose overseas products. Korean product's quality is warranted and the marketers find celebrities to promote the products. (Participant 2)</p>	<p>quality, Idolism</p>
<p>I feel like trying for Korean products because of the advertisements. (14)</p>	<p>Attractive appearance</p>
<p>I choose to consume Korean products because of the impact of Korean dramas. I watched a lot of Korean dramas and the design of the Korean products in the dramas are attracting me because I cannot resist the items with cute look. I will purchase them even though they might not very useful to me because they will make me happy when I look at them. (Participant 7)</p>	<p>Attractive appearance</p>

According to the codes that had been defined from the statements given by the participants, good quality, attractive appearance, and idolism are the factors that attracted them towards the consumption of Korean products. This is because everyone is naturally attracted and obsessed with anything that looks good. And yet Korean products had fulfilled this requirement where they gave the idea of beauty obsession towards the consumers by using Korean Wave like music, dramas, celebrities and K-pop idols as their effective promotional tools. From the scenes they portrayed in the dramas or on the physical appearance of the celebrities is the attractiveness that will influence an individual's first judgement when they come to a process of making decision. For example, a drama actor or an idol was selected based on their attractive appearance as a promotional tool on that particular product where it can influence the consumer's mind. Moreover, when the celebrity was chosen to promote a product, he will automatically become the

strategy of “celebrity endorsement” and this strategy is an important factor to create credibility to the consumer satisfaction. The packaging of the products is also successful where their advertisements are attractive enough to catch the glimpse of the audience and also with the design of their products that fits the beauty judgement of the audiences. Therefore, beauty obsession portrayed in Korean Wave is an effective promotional technique.

Since good quality and attractive appearance are the important factors that most of the participants choose to get attracted to Korean products, hence a further data collection had been carried out to investigate on their purpose of consuming Korean products.

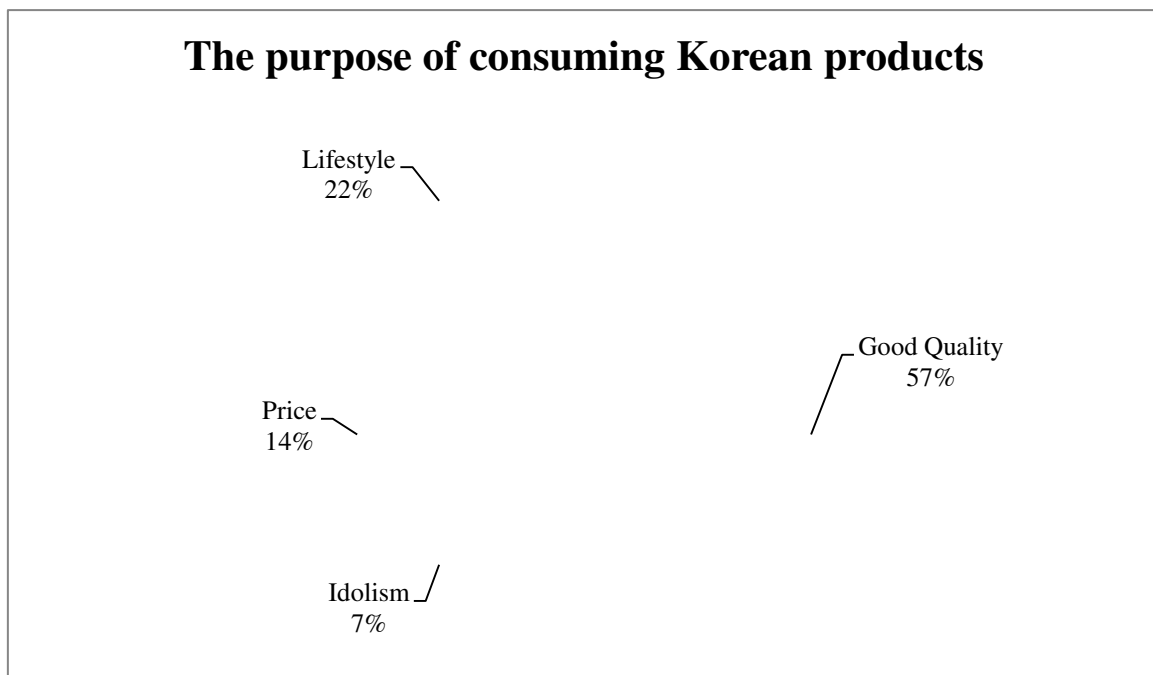


Table 4.3 The purpose for consumer to consume Korean products

Good quality and practical value comes first

Among all the factors that influence the consumers’ behaviours, good quality is the factor that everybody concerns when making decision in consumption of Korean products. Followed by the second, which is lifestyle, the third is price and the last is idolism.

Lifestyle can be described as the ways of living, and it varied in tastes and behaviour of a person. And this means that the product has to meet the need of a person and suitable with his lifestyle, so it would only worth to buy. Price is the third factor that it only occupied 14%. This might because when come across the consumption of Korean product, which known as a foreign product, the consumers must have understand that its price might not be cheap and is expected to be expensive since it is an imported product. And surprisingly, when comes to the consumption of Korean products, idolism factor is the least that chosen. Here are the analyses of the participants on their opinions about the quality matter on Korean products.

Statements of the participants	Codes
<p>Korean products are depends on the quality. So for me if the product is good then it is good. And I have high expectation from Korean products because they are well known country for making good products with natural ingredients. Since I'm more into Korean beauty and skincare, I love their quality and also the effectiveness of the skin care like sheet mask and more. Korea has great natural beauty products so it's actually a pity not to attract to them. (Participant 6)</p>	<p>High expectation to meet her needs, Natural ingredients, Effective</p>
<p>Korean products are having the quality. They can last long, and it is better for health when comes to beauty and health care products. Good quality brings better function. (Participant 4)</p>	<p>Last long, Healthy, Effective</p>
<p>If regarding fruit vinegars from Korea, might say that when there is good quality, it's good for blood circulation within our body. (Participant 7)</p>	<p>Healthy</p>

I feel like trying for Korean products at first but Korean products are cheap but useless sometimes whereas local natural products are more effective with a reasonable price. (Participant 14)	Practical value
--	-----------------

The results had shown that consumers are rational when come to the purchasing of goods especially Korean products. They were more focus on the quality of the products is because they feel that good quality products can last longer, worth the value they bought with an equal price and also they could save money in the long run. When they paid for a product, it should be expected that the function of the product could be used at its fullest. Moreover, when a person grew older, their choice of brands and products start changing. An older person may have more serious choices and will be less fun loving than when he was young. They are the rational consumers that would concern on the practical value of a product rather than the price and the origin country. This is because they need the product to fit their lifestyle, it is what they need, not what they desire. Each coin has two sides, in contrast, even though the consumers were rational enough when they came to make decision in purchase Korean products, sometimes there are uncertainty situation and external factors that would manipulate their minds, especially comes to the decision in group.

4.3.2 Individual and group behaviour transformation

In the total of 14 participants, nine of them given the answer yes, saying that consumers do behave differently in group and individually while the other five given the answer no. This is because most of them acknowledged that a consumer's behaviour will be influenced by the social factor. People are highly social animals, belonging to many

social groups, each with a distinct identity. Therefore, sometimes their minds would get persuaded by the other people and hence changing their original decision, especially when the person has more interaction and socialization process with the consumer himself.

In order to investigate whether the consumer would behave differently in groups and individually when comes to the purchase of Korean products, the related question had been asked and several results were being analysed. Below is the table to identify their behaviour when they were placed in two situations.

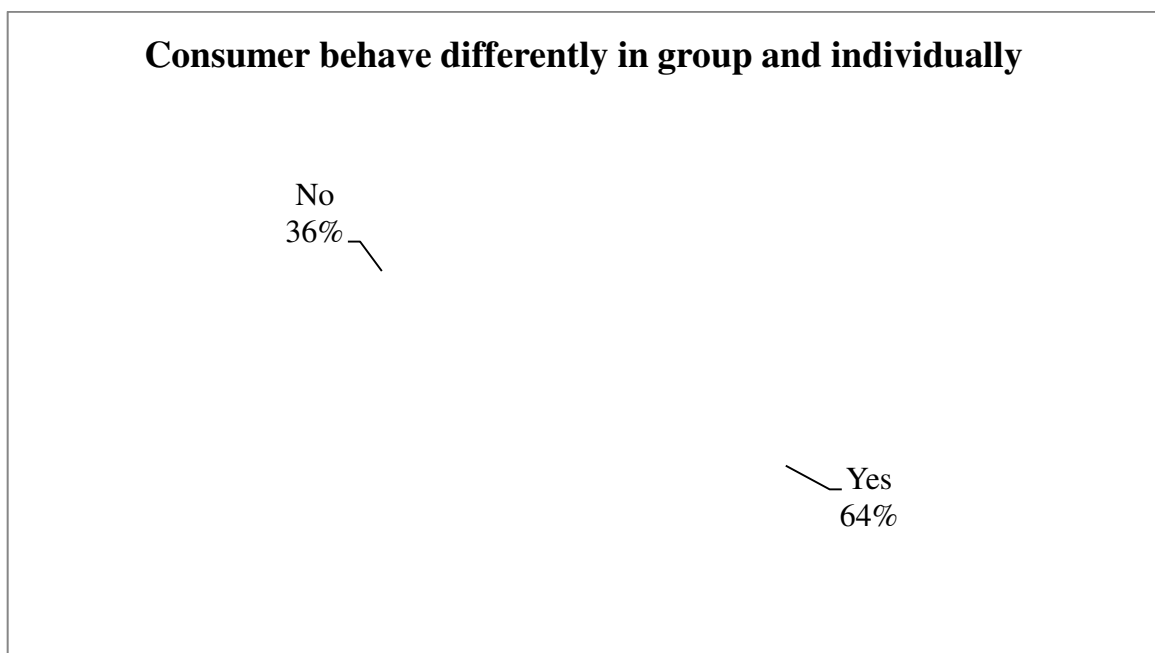


Table 4.4 Consumer behave differently in group and individually

Consumer sticks to the personal decision

When comes to individual decision, consumers will stick to the point where do the products' function well and effectively, does it useful to themselves and also with the products' qualities. They would prefer on the functionality of the products regardless of the origin country that produce the products.

Statements of the participants	Coding
I will follow with my own decision . Like what I experienced recently, when comes to the purchase of skin care products, I used a machine to test on my skin condition and I get a few accurate facts of my skin condition. I will be more focus on the skin care products that are suitable for my skin . So, I choose to purchase the products that meet my need without considering other factors. (Participant 10)	Research, Meet the need
I try to buy only things that I need and in good quality , regardless of the origin country. Although Korean skin care and cosmetics products are much advertised in television, mobile apps or webpages, but I will make sure to do research first before making a purchase. (Participant 12)	Good quality, Research
When I'm alone then I would just go with what I want instead of discussing with other people. I would investigate more on the ingredients of the products. (Participant 3)	Good quality, Research

Consumers would maintain their personal decision when they purchase something individually, this could be known as the autonomous states, in which the individuals would make decisions based on their own ideas and beliefs. This is because they are going to maximize their own benefits when they choose to consume on the products. In order to guarantee their own profits and purchase the worth products, the first thing came to their minds is research. When they do research on the products, the brands and other functions, the conclusion they get would be the most suitable products for themselves without having any other problems encountered. Therefore, their money, their health and effect after consumed the product could be safeguarded.

Socialization process changes the entire personal make-up

However, the uncertainty situation would occur when the particular consumer has been placed in a group. This is a normal behaviour for everyone where everyone wants to be a part of a group because being alone is difficult for anyone. When one is alone, one thinks differently, do the facts that they are, alone. However, when in group, the individual wants to belong, so it is likely that particular person will go along with that group. Moreover, the socialization process that involved the influence of reference group or peers is known as adult socialization. In fact, family and peers are the group of people who have the most influential potential in changing one's mind and behaviour due to the frequency of contact and maximum interaction, and also with the influence on values, lifestyle and opinions. A few responses were given by the consumers on how they think they would change their behaviour when in groups.

Statements of the participants	Coding
People tend to behave differently in group. Usually people will follow the majority . If their friends had tried the product and have good response in that particular product, they will start to think differently and maybe they will give it a try in future.” (Participant 3)	Conformity, Groupthink
Could behave differently in certain extent. Since the individual could be influenced by their friends in the decision of consuming Korean products. This is because the individual wants a social approval for the products purchased. Once he had this approval, he will not face any kind of social embarrassment.” (Participant 1)	Groupthink,
Consumers will behave differently because their friends will share their opinions after they used the products. When the people in the	Conformity, Groupthink

surrounding are using the same products like Korean products, the person will follow the majority so that he would not feel deviant . (Participant 12)	
In group, we have different kind of ideas came out from each other. (Participant 6)	Groupthink

According to the codes that had been analysed, conformity and groupthink were the key factors that transform the individual and group behaviour. Conformity is the influence on an individual which may alter his beliefs, values and behaviour by the pressure of a group in order to fit himself in the group. From the opinions given by some of the participants, they had mentioned that the individual tend to follow the ideas of the majority in the purchase of Korean products when the peers were sharing their opinions on Korean products. This might because the particular person was scared and been indirectly pressured by his peers on the usage of Korean products. If he is not consuming, he would be the deviant in the group which he might feel that he cannot mix into the group, and there is always a gap between him and his peers.

Groupthink is a term formed by social psychologist Irving L. Janis in 1972 where it refers to a psychological phenomenon in which people strive for consensus within a group. In this case, people will put aside their own personal beliefs or adopt the opinions of the rest of the group members. At the moment when all of the friends are consuming Korean products, the person who is dissent would not voice up or act on his own but he would choose to go along with the group decision because he might scare that he had disrupted the harmony of the group and being isolated by the group members. And yet, they choose to follow the majority opinions.

4.3.3 Korean Wave dominated the beauty ideology

The meaning of “beauty” could be changed from time to time according to the culture that transmitted to the people. However, with the widespread of Korean Wave, people are slowly adapted to the beauty ideology that portrayed in Korean Wave, especially from K-dramas and K-pop. Korean Wave and consumer characteristics are interrelated because they could satisfy each other’s needs and desire, which is “beauty”. And here is the analysis of the participants about the beauty ideology they noticed from Korean Wave.

Statements from the participants	Codes
I am very satisfied with the effect that Korean products gave to me. The skin care products that I currently use, I could see quite improvements and I ain’t disappointed with them. (Participant 6)	Satisfaction
From what I can see is Korean Wave did portrayed their beauty ideology to the audiences and consumers, especially their fashion style , their make up and their body figures like slim body, fair skin, hair colour and style and so on. So when the audiences are watching K-dramas and K-pop, they are attracted to these factors. So they will try to reduce their weight to make their body figure slim and thin, imitate the make up style of the Korean celebrities. And I noticed that after the popularity of Korean Wave, hair dying is becoming a trend among society especially students with various colours that are shocking. (Participant 3)	Influence the fashion sense
The influence of body figure and fashion from Korean Wave is severe that everyone, especially the teenagers in their 20s are very	Fashion sense

<p>obvious. I have friends that really care about their body figures until they could skip their meals to reduce weight. And the clothes they bought must have some kind or element of Korean fashion style like the “destroyed jeans”, the oversized coat, lacy dresses, and adorable tees to make them feel “Korean” or good looking. (Participant 5)</p>	
<p>When I saw my daughters are following the Korean beauty trends, it feels like they are gaining confidence by using the Korean products especially cosmetics products. They also dye their hair into current trendy colour – blue, which I could not accept in my opinion. But they feel great with the colour and also the Korean make up style. (Participant 14)</p>	Confidence

With the results that obtained from the participants, the relationship between Korean Wave and consumer behaviour can be identified clearly. Below is the chart that represent the circulate cycle of Korean Wave and consumer characteristics.

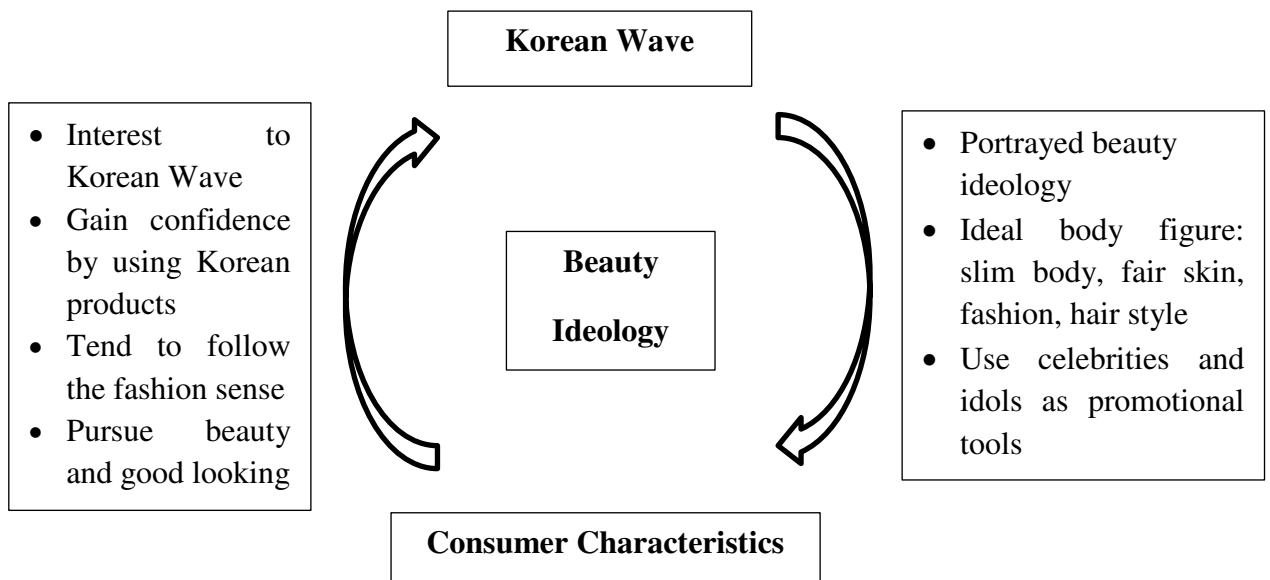


Table 4.5 Interplay between Korean Wave and Consumer Characteristics

The participants feel that Korean Wave could give people an idea of beauty, and it has become the standard for people to define beauty within the society by looking at their wearing or known as fashion, body figure, the make up and hair style. This is the beauty ideology given by Korean Wave due to the characters or celebrities that appeared in K-dramas and K-pop. Most of the celebrities and idols are having an attractive physical appearance, good body figures and trendy wearing that could catch the attention of the audiences and consumers. As being portrayed in the Korean dramas and K-pop music video, the main characters, either male or female are all having the same figure: tall, thin, slim body, fair skin, long legs, always wearing make up and fashion clothes to make them look beautiful and attractive. So, a person might not be recognised as a beauty if he or she does not fulfil the beauty standard and he or she does not meet any of the requirements that had been stated. The height of a person might not able to change due to biological factor, however, they could change their appearance through their style of dress, and a healthy look with make up on.

In order to reach the standard of beauty, a person might need the characteristics in having interest towards Korean Wave and follow the Korean fashion trend as an alternative way in getting approval by most of the people. Therefore, the easiest method is to imitate the celebrities by using Korean products, and their fashion style. The person would gain confidence when he wears all those products and in the peak of Korean fashion just like what the others did without getting any embarrassment or deviant.

Chapter V

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Discussion

The research shows that Korean Wave as a successful promotional tool in attracting the consumers to have positive attitude towards Korean products due to the satisfying attractive appearance, advertisements and so on. Even though the consumers claimed that they were rational enough when comes to the purchase of Korean products. But yet, they did change their consumer behaviour due to the influence of sociological aspect, especially when in groups. Also, the result shows that Korean Wave may also influence the consumer's perception towards beauty ideology which consider as a current trend. The specifics of the findings will be discussed further below and subsequently the limitations and recommendations will also be provided.

Consumer is rational in purchase pattern and behaviour

According to the analysis of interviews, the majority of the people, either male or female within the age between 17 and 56 were showing positive attitude towards the consumption of Korean products due to the attractive physical appearance and advertisements as the promotional tool. In contrast, they were more emphasized on the quality of the products compared to the factor of idolism even though some of them are the fans of Korean Wave, no matter K-dramas or K-pop. The participants claimed that they were rational enough when come to the consumer behaviour where they did research before buying a product. As a rational consumer, they would determine how they can make choices so as to maximize their well-being or known as utility.

This might be because the product they choose to consume is to apply on themselves like the cosmetics and skincare products, but not those merchandises that only for their entertainment purpose. So when comes to the purchase of Korean products such as those they need to consume it, they might want to think wisely on the price and quality before spending their money. In order to save money for the long run and wish to have products that could last long, good quality products is the factor that urged the participants to consume on it without being affected by other factors. Although rational consumer behaviour does not necessarily require a person attempt to get the highest return, but at least they could get the optimal benefits such as non-monetary returns and risk consideration. And they choose to purchase Korean products is because of its good quality which they knew that South Korea is having a strong focus on quality and emphasizing on using natural ingredients, the ancient Korean herbal medicine is taken to a next level through scientific improvements.

According to Mintel (2017), they did an investigation and claimed that South Korea's cosmetics products is among the top 10 global beauty market, estimated at just over US\$13 billion in 2017 and South Korea's beauty market is the beauty trends impacting the global beauty industry with the latest innovation of textures, ingredients, and product experience. Mintel also revealed that 69% of the facial skin care launched in 2016 featured herbal or botanical claims in South Korea, and those ingredients are from Jeju Island that represents a pristine source for natural ingredients like green tea, volcanic ash and thermal water. Therefore, with proven statements, consumers must have confidence in using Korean products and yet they also admitted that the effect after using Korean products is very great and impactful which meet their expectation.

Consumer rationality is more myth than fact

Even though the consumers were claimed that their purpose for consuming Korean products is because of its good quality that would benefit them, however, the uncertainty influence will sometimes disturb their minds. Socialization process which refers to the influence of family and peers that could manipulate the values and beliefs of a consumer since there is more interaction between each other. The peer influence included a few considerations like attributes of the products, word-of-mouth communication, or online reviews to make a final decision.

In previous studies, researchers found that consumer's attitude and purchase intention are influenced by peer communication. According to the study carried out in USA, they acknowledged that consumer socialization is helpful in expanding the knowledge of product and also their related consumer behaviour. Based on the result shown in the study, peer communication was found to be a significant predictor of attitude towards consumption behaviour where the particular person would always ask their peers for advice about buying things, they talked about things that being advertised and they often exchange opinion after they used the particular products (Kwon et al., 2013).

Hence, this study could say that the consumer behaviour is in myth and could change due to the influence. This is because if the consumer is rational enough, the process would just stop at the point of analysing how well the product features and attribute satisfy needs and desire (Murray, 2016). In the current study, the participants mentioned that they would like to follow the choice or decision of the majority in purchasing certain products in order not to be deviant or face any kind of embarrassment. Therefore, the finding confirmed the previous study that consumer behaviour is more likely to be manipulated by the peers influence.

Moreover, this could also indicate that the consumer they themselves are still blurring with their own identity and position. Some of the participants claimed that they are the fans for K-pop idol groups, and in common sense, as the die-hard fans of K-pop, their consumer behaviour should be more extreme such as they would buy those products that their idols endorsed without thinking on the other circumstances. However, they are claiming that they purchase products with rational minds, so this might indicate that they are still wavering their identity between rational consumer or die-hard fans of Korean Wave.

Korean Wave gives the idea of beauty ideology

Korean Wave is shaping the standard of beauty world widely as people judged “beauty” with a form of nice body figure, fair and flawless skin, slim body and trendy outfits. And what is being portrayed by Korean Wave fulfilled all the circumstances for people to look beautiful and attractive. From what the audiences can see on K-dramas and K-pop, there is no any celebrities and idols are showing up without make up, no matter male or female, and their body figures are mostly the same, their body weights had been standardized by the whole industry. It therefore gives a mindset to the people, in order to become a beauty, at least you have to look thin and your body weight must within the range. There are also female in their 20s that could not leave their homes without make up on. This is indeed the brainwash effect that impacted by Korean Wave and the reason why K-beauty would appear as a cultural phenomenon.

The relationship between Korean Wave and consumer characteristics towards consumption of Korean products is interrelated where K-beauty has fix a standard of beauty in the society. According to Crystal Tai (2017) mentioned in South China Morning

Post, for men in the social expectation is: do not be fat, have a nice haircut, and fashion outfits. However, the idea of why Korea women are so beautiful has to do with the astonishing Korean cosmetics products. It is not because Koreans have some ancient beauty philosophy but it is because the body is the female's number one asset in the world, in a way not meant to men. And here comes the culture where female beauty is so regimented thanked to all these products. In order to pursue beauty, what the consumer has to do is to own all these products.

5.2 Conclusion

In an overall perspective, this study of Korean Wave and consumer behaviour in Malaysia showed that Korean Wave did act as a soft power in influencing the attitude and behaviour of consumers towards consumption of Korean products by this small sample of participants. With such evidence that indicates the factor that how the consumers' behaviour would change accordingly in group and individually and how their characteristics showed towards Korean products. Since Korean Wave gives the beauty obsession to the consumers, causing the consumers are having the tendency to approach Korean products rather than the local products because most of the participants especially youngsters would think that Korean products are more effective and have good quality than the local products.

This could give an insight to the marketers to indicate on what is in the consumers' minds when come to the decision making and purchase of Korean products. Besides, the results from this study fits with the consumer behaviour theory and the black box model where the consumers did experienced the influence from external factors and the struggle in their own thoughts and thus came to the action whether they should purchase or not

purchase. Some of the participants being attracted by the promotion and promotional technique (using Korean celebrities as the ambassador to attract and give credibility) of the products, some of them being influenced by the peers communication which categorised as external factors, so they chose to purchase. While some of the participants preferred to follow with their personal decision, this can be categorised as the internal factor or known as the consumer's mind which they were cleared with what they want, their needs and also the values of the products.

Much of the satisfaction expressed towards Korean Wave and Korean products from these participants can be attributed as there is no sign of downturn of Korean Wave as well as the Korean products in this assimilated society. Although people are still obsessed with Korean Wave, the products, language, cuisines and tourist spots due to the Internet exposure that on its way to expand and root the Korean image into everybody's mind and heart. However, it can say that the balance between Korean Wave and consumer characteristics is still wavering because there is always indecisive within everyone's mind.

5.3 Recommendations

In order to obtain data that is more accurate and representative, the demographic factors such as age range, sex and race of the interview participants should be equally distributed. Moreover, sample size of the study should significantly increase to at least 50 people so that there could be more comparison between the consumer's characteristics and their behaviour in all range. This could ensure that the answers given by the participants could be saturated because it might have different mind-set and culture between different races and sex.

If more time is allow on this study, a deeper investigation between the sales of Korean products and local products in Malaysia could be carried out in order to get the accurate statistics and value on the actual behaviour of the consumer by knowing which product they favour the most.

The research also needs to explore in different aspects of external and internal factors of consumer behaviour for example the economic and environment factors, and also the beliefs and knowledge like the public awareness on Korean popular culture of the consumer rather than only focus on certain factors to get more identification of a person's behaviour for improvement.

References

- AdAge. (2005). 1940s War, Cold War and Consumerism. Retrieved from <https://adage.com/article/75-years-of-ideas/1940s-war-cold-war-consumerism/102702/>
- Azizan, H. (August 12, 2012). Caught Up in a Korean Wave. *The Star*. Retrieved from <https://www.thestar.com.my/news/nation/2012/08/12/caught-up-in-a-korean-wave/>
- Berg, B. (2009). Qualitative Research Methods for the Social Sciences. Dramaturgical View of Interviewing. Retrieved from <http://www.sfu.ca/~palys/Berg-2009-DramaturgicalViewOfInterviewing.pdf>
- Betty, M. (n.d.). Korean Wave as a Model Culture in Malaysia. Retrieved from http://www.academia.edu/33350275/KOREAN_WAVE_AS_A_MODEL_CULTURE_IN_MALAYSIA
- Chand, S. (n.d.). Consumer Behaviour: Meaning/Definition and Nature of Consumer Behaviour. *Your Article Library*. Retrieved from <http://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>
- Cho, C. H. (2010). Korean Wave in Malaysia and Changes of the Korea-Malaysia Relations. *Malaysian Journal of Media Studies*. 12(1). Retrieved from http://www.vodppl.upm.edu.my/uploads/docs/kom3362_1328166233.pdf
- Eleanor, A. (2017). China's Big Bet on Soft Power. *Council on Foreign Relation*. Retrieved from <https://www.cfr.org/backgrounder/chinas-big-bet-soft-power>
- Foster, S. (2017). Using Soft Power is Not a Hard Choice. *Huffpost*. Retrieved from https://www.huffingtonpost.com/entry/using-soft-power-is-not-a-hard-choice_us_58ffa65ce4b0631b8fc9c54a

Fullerton, A. R. (n.d.). The Birth of Consumer Behavior: Motivation Research in the 1950s.

Retrieved from

<http://charmassociation.org/CHARM%20proceedings/CHARM%20article%20archive%20pdf%20format/Volume%2015%202011/The%20birth%20of%20the%20consumer%20behaviour.pdf>

Ghunter. (2018). Highest-Rated Korean Dramas (Cable) of All Time. Retrieved from

<https://www.kdramapal.com/highest-rated-korean-dramas-cable-all-time/>

Hoi, A. (2012). The Growing Passion For Fashion: Has K-Pop Influenced The Fashion Industry? Retrieved from

<https://www.lipstiq.com/2013/40144/the-growing-passion-for-fashion-has-k-pop-influenced-the-fashion-industry/>

Hong, S. (2017). Why Are We So Obsessed With Korean Pop Culture? *Cleo*. Retrieved from

<https://www.cleo.com.sg/entertain-me/obsessed-korean-pop-culture/>

International Trade Administration. (2016). Asia Personal Care & Cosmetics Market Guide 2016. Retrieved from

<https://www.trade.gov/industry/materials/AsiaCosmeticsMarketGuide.pdf>

Kam, P. (August 5, 2016). Chalking Up Impressive Growth in Cosmetics. *The Star*. Retrieved from

<https://www.thestar.com.my/metro/smebiz/news/2016/08/05/chalking-up-impressive-growth-in-cosmetics-malaysian-subsiary-of-korean-group-introduces-fourth-br/>

Kim, B. R. (2015). Past, Present and Future of Hallyu (Korean Wave). *American International Journal of Contemporary Research*. 5(5). Retrieved from

http://www.aijcrnet.com/journals/Vol_5_No_5_October_2015/19.pdf

- Kim, J. (2012). Psy's "Gangnam Style" is #1 in 37 out of 52 Countries. Retrieved from <https://www.soompi.com/article/429161wpp/psys-gangnam-style-is-1-in-37-out-of-52-countries>
- Koreaboo. (2018). Korean Government Officially Awarded EXO With The Title "The Nation's Pick". Retrieved from <https://www.koreaboo.com/news/korean-government-called-exo-nations-pick/>
- Korea Tourism Organization. (n.d.). Korea, Monthly Statistics of Tourism. Retrieved from <http://kto.visitkorea.or.kr/eng/tourismStatics/keyFacts/KoreaMonthlyStatistics/eng/inout/inout.kto>
- Kotler, P., & Armstrong, G. (2016). Principles of Marketing 16th Edition Global Version. England: Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2017). Principles of Marketing 17th GLOBAL Edition. United Kingdom: Pearson Education Limited.
- Kwon, E., & Jung, J. H. (2013). Product Placement in TV Shows: The Effect of Consumer Socialization Agents on Product Placement Attitude and Purchase Intention. *Online Journal of Communication and Media Technologies*, 3(4). Retrieved from <https://www.ojcmnt.net/download/product-placement-in-tv-shows-the-effect-of-consumer-socialization-agents-on-product-placement.pdf>
- Lee, S. J. (2011). The Korean Wave: The Seoul of Asia. *The Elon Journal of Undergraduate Research in Communications*, 2(1). Retrieved from <http://www.elon.edu/docs/eweb/academics/communications/research/vol2no1/09suejin.pdf>
- Linh, T. T. P. (2016). Innisfree Marketing Plan. Retrieved from http://www.academia.edu/27589067/Innisfree_Marketing_Plan

Lumen Learning. (n.d.). Reading: The “Black Box” of Consumer Behavior. Retrieved from <https://courses.lumenlearning.com/clinton-marketing/chapter/reading-the-black-box-of-consumer-behavior/>

Management Study Guide. (n.d.). Cultural Factors affecting Consumer Behaviour. Retrieved from <https://www.managementstudyguide.com/cultural-factors-affecting-consumer-behaviour.htm>

Mare. (2018). Top 20 Most Successful and Best-Selling Kpop Groups Ever. Retrieved from <https://spinditty.com/genres/Top-20-Most-Successful-and-Best-Selling-KPOP-Groups-Ever>

MATRADE. (2017). Top 10 Major Export Products, 2017. Retrieved from <http://www.matrade.gov.my/en/28-malaysian-exporters/trade-statistics/3789-top-10-major-export-products-2017>

Mintel Press Team. (2017). A Bright Future: South Korea Ranks Among the Top 10 Beauty Markets Globally. Retrieved from <http://mintel.com/press-centre/beauty-and-personal-care/a-bright-duture-south-korea-ranks-among-the-top-10-beauty-markets-globally>

MoonROK. (2014). The History of Kpop, Chapter 5: H.O.T, BoA, and the Rise of the Idols. Retrieved from <http://www.moonrok.com/history-k-pop-chapter-5-hot-boa-and-rise-idols/>

Murray, P. N. (2016). The Myth of the Rational Consumer. Retrieved from <https://www.psychologytoday.com/intl/blog/inside-the-consumer-mind/201603/the-myth-the-rational-consumer>

Nursing Research. (n.d.) What is Qualitative Research. Retrieved from

<https://nursing.utah.edu/research/qualitative-research/what-is-qualitative-research.php>

Nptel.ac. (n.d.). Module 7: Sociological Influences on Consumer Decision Making.

Retrieved from

<http://nptel.ac.in/courses/110105029/pdf%20sahany/module%2071-32.pdf>

Nye, J. (2008). Public Diplomacy and Soft Power. *The Annals of the American Academy*, 616(1). doi: 10.1177/0002716207311699

Oliveira, J. H. C., Giraldi, J. M. E., & Santos, R. O. J. (2014). Opening the “Black Box” in the Consumer's Mind: Understanding What is Neuromarketing. *International Journal of Business and Management*, 9(9). doi: 10.5539/ijbm.v9n9p96

Pas, E. (2006). China's Soft Power Initiative. *Council on Foreign Relation*. Retrieved from <https://www.cfr.org/backgroundunder/chinas-soft-power-initiative>

Park, M. S. (2015). South Korea Cultural History Between 1960s to 2012s. *International Journal of Korean Humanities and Social Sciences*. Retrieved from <file:///C:/Users/Asus/Downloads/6509-12751-1-SM.pdf>

Research Methodology. (n.d.). Interviews. Retrieved from

<https://research-methodology.net/research-methods/qualitative-research/interviews/>

Research Methodology. (n.d.). Purposive Sampling. Retrieved from

<https://research-methodology.net/sampling-in-primary-data-collection/purposive-sampling/>

Roll, M. (2018). Branding and Celebrity Endorsements. Retrieved from

<https://martinroll.com/resources/articles/marketing/branding-and-celebrity-endorsements/>

- Roll, M. (2018). Korean Wave (Hallyu) – The Rise of Korea’s Cultural Economy & Pop Culture. Retrieved from <https://martinroll.com/resources/articles/asia/korean-wave-hallyu-the-rise-of-koreas-cultural-economy-pop-culture/>
- Sahney, S. (n.d.). Module-1 Consumer Behaviour. Retrieved from <https://nptel.ac.in/courses/110105029/pdf%20sahany/Module-1-1.pdf>
- Sun, J. (2006). Bae Yong-Joon, Hybrid Masculinity & the Counter-coeval Desire of Japanese Female Fans. Retrieved from http://www.participations.org/volume%203/issue%202%20%20special/3_02_jung.htm
- Tai, C. (2017). K-beauty: The Ugly Face of South Korea’s Obsession with Women Looking Forever Flawless. *South China Morning Post*. Retrieved from <https://www.scmp.com/lifestyle/fashion-luxury/article/2125286/k-beauty-ugly-face-south-koreas-obsession-women-looking>
- Thuy, A. D. (2016). The Causes and Effects of Korean Pop Culture on Vietnamese Consumer Behaviour. Retrieved from http://ethesisarchive.library.tu.ac.th/thesis/2016/TU_2016_5866090052_5610_4098.pdf
- Univerisiti Tunku Abdul Rahman. (n.d.). Korean Language. Retrieved from <http://www.utar.edu.my/cee/index.jsp?fccatid=673&fcontentid=3060&f2ndcontentid=120979>
- Wahab, A. J., Kim, W. L. & Baharuddin, S. S. S. (2013). Asian Dramas and Popular Trends in Malaysian Television Industry. *Malaysian Journal of Communication*, 29(2), 160-162. Retrieved from

http://www.ukm.my/jkom/journal/pdf_files/2013/V29_2_159-174.pdf

Wan, C. (2017). Special Report: No Slowdown in Malaysia's Outbound Travel Despite Weak Ringgit. Retrieved from

<https://www.webintravel.com/special-report-no-slowdown-in-malaysias-outbound-travel-despite-weak-ringgit/>

Waters, J. (2017). Phenomenological Research Guidelines. Retrieved from

<https://www.capilanou.ca/psychology/student-resources/research-guidelines/Phenomenological-Research-Guidelines/>

Yang, J. H. (2012). The Korean Wave (Hallyu) in East Asia: A Comparison of Chinese, Japanese, and Taiwanese Audiences Who Watch Korean TV Dramas. *Development and Society*, 41(1). Retrieved from

<https://pdfs.semanticscholar.org/13c7/a05a22204db18ad347ab77fbe1f7b56e5efa.pdf>

Yeo, S. F., Lim, K. B., Goh, M. L., & Tan, S. H. (2015). The Effect of Celebrity Endorser Towards Customer Purchase Intention. Retrieved from

https://www.researchgate.net/publication/283686696_The_Effect_of_Celebrity_Endorser_Towards_Customer_Purchase_Intention

Zhang, W. (n.d.). K-beauty, K-cafes, and K-Pop: The economic and social influence of transnational Korean culture in China. Retrieved from

http://congress.aks.ac.kr/korean/files/2_1413767057.pdf

Appendix

Interview questions:

1. How old are you?
2. What is your gender?
3. What is your occupation or status?
4. Do you have any experience in consuming Korean products?
5. What is your perception or attitude towards Korean products?
6. What is your purpose in consuming Korean products?
7. Do you behave differently in group and individually when come to the purchase of Korean products? What factor do you think would change your mind between these two situations?
8. What did you gain (any benefits or psychological factors e.g. confidence) from the consumption of Korean products?
9. Does Korean products meet your needs and desire?
10. Do you think that there is a relationship between Korean popular culture (e.g. Korean Wave) and behaviour on consuming Korean products? How do you think they affect each other?