



KOREAN WAVE IN MALAYSIA: A STUDY ON PURCHASING BEHAVIOUR OF
MALAYSIAN YOUTH

TAN XUAN NI

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT FOR THE AWARD OF
BACHELOR OF COMMUNICATION (HONS) BROADCASTING
FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHMAN
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TAN XUAN NI

Approval Form

This research paper attached hereto, entitled “Korean wave in Malaysia: A study on purchasing behaviour of Malaysian youth” prepared and submitted by “Tan Xuan Ni” in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Broadcasting is hereby accepted.

Date: _____

Supervisor

PUAN RAJA RODZIAH BINTI RAJA ZAINAL HASSAN

ABSTRACT

The popularity of Korean Wave has a great impact on audience's behaviour, attitudes and intentions. The global Korean wave has had a significant impact on brand marketing. Therefore, it is important to study on the consumer purchasing behaviour. This study focuses on the purchasing behaviour of buying Korean products among Malaysian youth. Hence, this study uses quantitative survey to study the influence of Korean Wave and factors of purchase decision making among them. An online survey questionnaire is designed and distributed to 50 Malaysian youth aged between 18 to 28 years old, who experienced Korean Wave before through Google form. The major finding of this study is Korean Wave influence people positively in terms of behaviour and thoughts. In terms of buying behaviour, one of the significant result is idol effect has great impacts on consumers to buy Korean goods. The taste of Korean food is important as consumers consider to purchase Korean food because the food is tasty and suits their taste buds. While buying beauty products, consumers concern on the quality, satisfaction, and good reputation of the brands the most.

Keywords: Korean wave, purchasing behaviour, Korean product, Malaysian, youth

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 : TAN XUAN NI

Student ID: 19UJB05416

Signed :  _____

Date : 21st September 2023

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CHAPTER I

INTRODUCTION

1.0 Introduction of the study

Korean wave (K-wave) refers to the growth of international popularity of South Korean culture since the 1990s (Ravina, 2009, pp.3). Due to its popularity, K-wave spread South Korean culture to overseas by exporting own media products to those countries. The popularity initiates by K-drama and K-pop music in East, Southeast and South Asia at the first stages (Zhou, 2014, para.2) as it was first spread to Japan and China, later to other Southeast Asia countries such as Singapore, Malaysia, Indonesia and Thailand. Therefore, Korean Wave further exporting a wide range of other Korean cultural product such as films, animations, comic, online games, fashion, beauty products, food and lifestyles (Zhou, 2014, para.2). According to Kim (2020) as written in Global Hallyu Trends 2020, the most common image associated by South Korean from foreign Hallyu content consumers is K-pop (18.5%); Korean food occupied 12.2%, dramas accounted for 7.8%, and Hallyu stars accounted for 5.8% in 2019 (p.6).

Srinivas (2021) stated that the direct impact of Korean Wave has double from 2016 to 2019, and it increases constantly. Although South Korea's economy depends on other bigger industries rather than K-pop, the popularity of global Korean Wave also has a significant impact on South Korea's economy. According to Kim (2020), the export of cultural content, consumer goods and tourism, and total exports due to Hallyu in 2019 reported USD \$12.319 billion (RM55.5 billion), increased as compared to previous year (p.15). The result encouraged strong levels of global popularity of Korean Wave, which also contributed to its GDP. According to Buchholz (2019), BTS, a famous K-pop group, contributed 0.3% to the country's GDP, which is USD\$4.65 billion (RM20.95 billion) in 2019. This statistic only measured the

money gained by BTS but did not measure the global influencing power of BTS on fans' purchasing behaviour. The fandom effect on their fans' buying behaviour decision is remain uncounted. Other than purchasing behaviour, it was estimated that about 7% of tourists (800,000 tourists) that visit to South Korea in 2017 are because of their interest in BTS (Suntikul, 2019, para.4). Hence, it is clear that Korean Wave has large impact on people's decision making which lead to changing of buying behaviour to buy Korean Wave product and showed the impactful influence of Korean Wave.

With the arrival of 'Winter Sonata' in Malaysia in 2002, the popularity of Korean Wave spread to Malaysia. Hallyu in Malaysia started in early 2000s, a tsunami of K-pop bands, groups and idols reach Malaysia after this, captured a lot of hearts of fans. According to Rozaida Aziz (2021) as cited in Zaiton Osman (2018), Malaysian youths have positive attitudes towards K-drama and K-pop songs no matter their ethnicity and religious background (para.2). This is based on the *2022 Survey on Overseas Hallyu Status*, where 81.3% of Hallyu consumers have a positive image of South Korea, and the image associated with Korea is K-pop (37.8%), and followed by Korean food (27.5%), dramas (27%), and Hallyu stars (19.3%) (Shin, 2022, p.6). As time passes, Malaysian not only love for entertainment, but also South Korean products, services, and even fashion. According to The Sun Daily (2016) as cited in 11street, the sale of Korean food on 11street's platforms has doubled since 2015, which shows a dramatic growth of interest (para.4). This statistic shows the influence on people's purchase behaviour where they shift their consumption to South Korea's practices.

Korean Wave

Korean wave (K-wave), also known as Hallyu, refers to international popularity of South Korea culture since the 1990s. The popularity of media products like entertainment, K-pop music, K-drama, and films increases when they are exported to other nations. Next, it is a collective term

used to refer to the success of South Korean popular culture (Roll, 2021, para.1). During middle of 1998, it adopted by Chinese news media to describe about global fanaticism for Korean culture (Zhou, 2014, para.2).

K-pop

K-pop is the short term for Korean popular music (Naver, n.d.), which is a form of popular music genre that origin from South Korea as a part of South Korean culture (Merriam-Webster, n.d.). It consists of dance-pop, pop ballad, electronic, rock, hip-hop, R&B, jazz, rock, folk, country, disco and classical (Educalingo, n.d.). K-pop is a cultural phenomenon in South Korea and becomes a new form of music and popular beginning in 1990s and internationally in 2000s.

K-pop idol

At the core of K-pop are “idols”. With the debut of Seo Taiji and Boys, idol phenomenon reaches the scene in the 1990s and changed the modern popular music in South Korea, bringing the appearance of renaissance period of first idol groups generation such as H.O.T and Sechs Kies (Oak, 2013, paras.2-4). The debuts of TVXQ (2003), Super Junior (2005), Big Bang (2007) bring K-pop to overseas; Psy (K-popStarz, 2012), BTS and BLACKPINK (Kelley, 2019) are the leading artists who spread K-pop to global.

Korean drama

Korean dramas, also known as K-drama, are the television drama series in Korean language that produced in South Korea (Owlapps, n.d., para.1). The popularity is partially due to the popularity of Korean popular culture, and the availability of streaming services platforms. The advancement of video streaming platforms offers subtitles in various languages (Zhou, 2014, para.3) which enable people around the world to watch. The widespread of K-drama had great impact on audience as they start to imitate their fashion, action, style, and also culture. In *‘Itaewon Class’*, Park Seo Joon’s chestnut hairstyle went viral on social media, and the

popularity led many men imitate the hairstyle (Kim, 2020); ‘*My Love from the Star*’ brought up the *chimaek* fever among the Chinese fans, which is a pairing of fried chicken with beer, and the brands and products used by the characters inside this drama also hit high sales figures (Lee, 2014). In 2021, Squid Game hit the global success, dominated the chart of global streaming platform around the world. Its popularity brought the viral of “Squid Game” craze, including social media memes and fever of *Dalgona* and players’ t-shirts (Lee, 2021).

K-Beauty

K-beauty is the term used to describe the product from skincare, makeup and bath-and-body categories derived from South Korea (Wood, 2016, para.2). Some of the leading brands around the world are Innisfree, Laneige, Etude House, and Sulwhasoo (Rowan, 2016, para.6). K-beauty brands have been leading the beauty product industry throughout the world mainly because of the popularity of Korean Wave. ‘*My Love from the Star*’ sparked a pink lipstick frenzy both domestically and abroad, and the lipstick brands used by Jun Ji Hyun in the drama had significant sales (Ramos, 2016). The high popularity of K-beauty market around the world valued over RM58 billion in 2017 (Mintel, 2017, para.2). The exports of Korean cosmetics increase 110% in Indonesia, 65% in Southeast Asia, 70% in UK, and 65% in Russia (Sue, 2021, para.10).

Korean Food

Korean cuisine has become more popular all around the world, as many traditional Korean dishes and Korean food have been adopted by various nations and cultures. Jobst (2022) stated that the most preferred Korean food worldwide is Korean fried chicken, followed by kimchi, bibimbap, bulgogi and tteokbokki. According to Choi (2021) as cited in Korea International Trade Association, the total exports of South Korea’s food and beverage for the first eight

month of 2021 exceed RM23.8 billion (para.1). This shows the widespread favour and great acceptability all around the world.

Buying behaviour

Buying behaviour refers to the way people behave while purchasing things, this includes what, where and when they buy, and how much money they spend (Cambridge Dictionary, n.d.). On the other hand, Dudovskiy (n.d.) stated that buying behaviour is a process of selecting, buying, and disposing of goods and services, and it is according to the needs and wants of the consumers personally (para.5). The purchase characteristics of consumer might change from time to time; however, understanding their buying behaviour traits can contribute to the country's economic state. According to Anisha and Kalaivani (2016), the factors that influence buyer purchasing behaviour can be categorized into cultural, social, personal, and psychological.

According to the findings of Othman and Aini (2021), the factors of buying Korean product including high quality and beauty, attracted by Korean lifestyle and enjoy Korean Wave, and favourite Korean stars as brand ambassadors. Hallyu Now (2022) stated that the main reasons of popularity of Korean beauty products in Malaysia are good effect or quality (26.1%), followed by good reviews by others (14.2%) and various product types (11.8%) that influence consumers to purchase (p.13). Furthermore, the reason of popularity of Korean food in Malaysia with highest vote is delicious (30.8%), followed by experience of Korean food or food culture (19.8%), frequently eaten or shown by favourite Korean influencers (12.2%) and ingredients or recipes good for health (8.4%) as first choice (p.13).

1.1 Problem Statement and Research Questions

Korean wave has a big impact on audience's behaviour, attitude, knowledge and intention. Due to its popularity, Korean wave has become a hot topic of interest among researchers for studies.

Although the popularity of Korean Wave is increasing in Malaysia throughout the time, but the study on the consumer purchasing behaviour is still limited. Rather than understanding their culture and the impact of the transmission of the culture, it is important to understand the economic impact on the consumer market as well. Hence, it is important to find out the influence of Korean Wave on Malaysian, as some perceived Korean Wave as negatively and some perceived positively, and also the influence on consumer's purchasing behaviour to consume Korean product.

Therefore, the research questions of this study are:

1. What are the impacts of Korean Wave to the Malaysian youth?
2. How does the Korean Wave influence the purchasing behaviour of the Malaysian youth?

1.2 Research Objectives

The study aims are as follow:

1. To study the impacts of Korean wave on Malaysian Youth.
2. To investigate the influence of Korean wave on the purchasing behaviour of the Malaysian Youth.

1.3 Scope of Study

The scope of research will be focused on analysing Malaysian's purchasing behaviour towards Korean products under the influence of Korean Wave in Malaysia. The study only focuses on Malaysian youth who have experienced with Korean Wave. Therefore, the participants recruited for this study are ages between 18 and 28. In addition, the scope of Korean product only limited to K-pop related product, K-beauty product, and Korean food.

CHAPTER II

LITERATURE REVIEW

2.0 Literature review

Hallyu reached Malaysia in early 2000s, the popularity of K-drama and K-pop came into people's view. In order to understand the topic of study deeply, this chapter will review a few similar cases related to the research objectives that done by researchers previously. The previous research on influence of Korean Wave will be reviewed which included attitude, thoughts, and behaviour. The review focus on the impact on purchasing behaviour of Korean product mostly in Malaysia, but also included Asian countries. The types of Korean products that will be reviewed are Korean idol goods, beauty product, and food. The following paragraphs are literature reviews that had done.

Impact of Hallyu on Malaysian Youths' Attitude, Thoughts and Behaviour

The findings of Othman and Aini (2021) showed that the most popular Hallyu cultural product is K-Pop and consequently further impacted people's attitude and behaviour towards other Hallyu products. The success of Hallyu culture was due to the internet and social media that act as the communication tools to disseminate information, and thus, able to shape their thoughts, attitudes and behaviour towards Hallyu. Korean dramas' storyline portrayed real-life situations with values that resonated with Asian audiences. Furthermore, K-pop idols and celebrities showcased their creativity and enthusiasm in their works and brought great and positive values. Those values portrayed by the Korean celebrities explain the real concept of soft power to draw public opinion of Korean culture. However, Korean society determined the "ideal" beauty standard and set the standard of beauty for Asians, where people could not resist to wanting the skin of Korean celebrities and follow the trend in K-beauty. Overall, this study

suggested that most respondents have a positive attitude towards Hallyu and that any behavioural changes were still within their control.

According to the study of Phang et al. (2018), Malaysian young adults showed positive attitudes towards Korean Wave. Female, as the main consumers of Korean Wave, showed more positive attitudes towards Korean wave. The result of this study showcased positive intention of Malaysian youth to use, buy, share information and even visit South Korea. One of the significant results is the public behaviour implied by the time spent on Korean Wave products, info-sharing behaviour and choice of medium. The result also suggests that Korean drama is the most impactful product of Korean wave product. The reasons to like Korean drama are the storyline, Korean values and cultures, and individual influences. Furthermore, the reasons to like K-pop songs or groups are the music, song and genre, individual influences, dance, fashion and style. In short, this study suggested that Malaysian young adults showed positive attitudes towards Korean Wave as they showed their positive intention to use, purchase, share information and even visit South Korea.

Influence of Korean Pop Culture on Purchasing Behaviour of Korean Products

The study of Osman and Ismail (2022) determined the influence of Korean pop culture on purchasing behaviour of Korean products among consumers in Klang Valley area. The results suggest that consumers are aware of products exported by Korea and able to critically assess products from different dimensions. The factors of buying Korean products are high quality and beauty. On the other hand, the major influencers are from friends and K-pop itself. It was found more than half of the participants are attracted by Korean lifestyle, enjoy Korean Wave, endorsed by favourite Korean stars to buy Korean products. Next, the main source of information is social media. The perception towards Korean foods, Korean cosmetics and

Korean fashions were significantly correlated with purchasing behaviour of Korean products and Korean fashions. The findings of Othman and Aini (2021) noted a few behavioural changes among the respondents in terms of time and money spent on Hallyu products. Rather than impacted by K-drama, another factor encouraged people to try Korean food was *mukbang* videos, and Korean food suits their palate. For K-beauty products, the main reasons were quality and good reputation of the brands. In brief, this study found various reasons of buying Korean product, including high quality and beauty, attracted by Korean lifestyle and enjoy Korean Wave, and favourite Korean stars as brand ambassadors.

Purchasing behaviour of K-pop idol goods consumers

According to the study of Kim et al. (2018), there were significant differences between different types of buyers in terms of the price, practical features and scarcity. Firstly, light purchasers will consider price and practical features of the idol goods as compared to medium and heavy purchaser group. Heavy buyers majorly consider scarcity attribute such as limited edition. Among all the idol goods, cheering tools were the most often purchased idol goods. Next, in terms of repurchase intention, buyers who identified themselves more with favourite idols, joined more fan activity actively, worked hard, had higher income and higher expenditure on idol products, tended to have higher repurchase intention. The result of this study showed that idol identification has significant effect on repurchase intention of idol goods. In term of post-purchase behaviour of idol goods, most of the fans stored rather than used. Some of the buyers will purchase two set of identical goods for both use and storage. In short summary, this study showed that light buyers considered more about price and practical features; however, heavy buyers considered more about scarcity and limited edition.

According to the study of Park et al. (2019), the design characteristics had a greater impact on emotional responses of fans to the idol goods than the star marketing. Instead of star marketing, both the content traits and the originality of the design characteristics directly affected their cognitive responses. In other words, when the content meaning is symbolic value, fandom of a specific idol can provide them a reason to buy idol goods even though the price is high. In addition, the content design that reflects loyalty to idol stars and alternative satisfaction received from the idol have largest impact on purchasing decisions. Fans who have stronger emotional and cognitive responses had a greater intention to reuse idol goods. The star loyalty among star marketing and design features also had the largest impact on reuse intention. Third, the intention to speak about the idol goods increased when the perception of emotional response is high. Therefore, this study proved that the most important role in creating intent to buy idol goods is the emotional reaction that stimulating the emotion of fans where it was driven by the design characteristics of the idol goods.

Korean Beauty product

According to the study of Chan (2018), the common sources of introducing Korean cosmetic products to Malaysian youth are recommendations by friends and bloggers review, and people preferred to try samples before purchase. Next, the Korean Wave can influence their perceptions towards the products and brand position as well. This is because consumers were encouraged to buy Korean cosmetic products if the Korean artists became the brand ambassadors or spokesperson. Furthermore, the consumer satisfaction and repurchasing intention were coming from the immediate effect, good and consistent quality, affordability and worthwhile pricing. Therefore, this research shows that the main reason to purchase Korean Beauty product are because of the quality and effect, and also influence of Korean Wave.

Korean Foods

The study of Che Nur Syahira Che Mohd Aley et al. (2019) aimed to investigate the factors of acceptance of Korean food among Malaysians. The result of this study showed that Malaysians choose to taste food based on the food appearance, price and restaurant environment. The colour and good food appearance not only attract the customers, but also bring back the flavour and texture in their minds especially those customers who have expectation towards the food from their past experiences (Berry, 2013). The price is an important reason in choosing the food as consumers will compare quality and quantity with the price before purchasing. Furthermore, the restaurant environment will influence the customers' willingness to spend their time and money to search, evaluate and choose to consume at the restaurant (Robesrt, 1982). Hence, this study showed that food appearance, price and restaurant environment are the main reasons that people decided to taste Korean food.

Influence of Product Placement (PPLs) on Purchasing Behaviour of Korean Products

According to Wan Nurdayana Che Wan Mohd Khair (2022), the Korean culture and products that portrayed by the actors has influence the youth who watch to buy Korean products significantly, especially Product Placement (PPL) that advertised the brands. Because of the popularity of K-dramas and Korean actors and actresses, many Korean brands have taken advantage through product placement to promote their brand and products, and the result is significant, effectively and globally. Youth who engage more with Korean dramas and idolise celebrities are more likely to be influenced and buy from PPLs to support and imitate their favourites. Furthermore, the factors of purchasing intentions included social value, social attachment, idolisation towards favourite celebrities and positive perception towards K-drama

and K-culture. Hence, the success of K-culture encouraged the brands' product placement in K-drama which also encouraged global fans to buy the product.

After reviewing these past research papers, it can be concluded that Korean Wave have positive impact to Malaysian youth as they showed their positive attitude towards Hallyu and their positive intention to consume, buy, share information, and visit South Korea. However, any behavioural changes were still under their control. The main reasons of purchasing Korea product are high quality and beauty, attracted by Korean lifestyle and enjoy Hallyu, and their favourite Korean stars as brand ambassadors. For Korean Beauty product, the main reasons to buy are because of the recommendations by friends and bloggers review, quality and effect, and Korean Wave. For Korean food, the main reasons included food appearance, price, restaurant environment, *mukbang* video and Korean drama. In addition, the success of Korean Wave encouraged the brands' product placement in K-drama which also encouraged global fans to buy the product effectively. For Korean idol goods, the design characteristics are the main reason to attract K-pop fans to purchase. However, light buyers considered more about price and practicality of the idol goods, but heavy buyers considered more about scarcity and limited edition.

CHAPTER III

METHODOLOGY

*3.0 Research Methodology**3.1 Introduction*

This chapter will describe the method that was used in this research and every element of the method, such as approach, population, sampling method, data collection method, and data analysis method.

3.2 Research Design

Research design refers to the whole structure of strategy that used to integrate all components of a study together in a consecutive and logical way (Thakur & Delhil, 2021, pp. 53). It determines and organizes the planning for research methodology and the arrangement of conditions for the research method used to carry out the collection and analysis of data relevant to the established research purpose (Thakur & Delhil, 2021, p. 53). The method selected for this research is quantitative research. According to Apuke (2017) as cited in Aliaga and Gunderson (2002), quantitative research is the explanation of an issue, problem, or phenomenon by collecting numerical data and analysing it using specific statistical or mathematical methods (p.41). Hence, quantitative research deals with the quantification and analysis of variables to get results. The main characteristic of quantitative research is that numerical data are collected and analysed using statistical methods. There are a few methods in quantitative research, such as experiments and surveys.

Survey research is selected to collect data from large numbers of respondents with a designed questionnaire to measure the characteristics of a given population (Apuke, 2017, p.43 as cited in Sukamolson, 2007). A survey is used to gather information from the group of people for further analysis to better understand their behaviour and characteristics. According to Apuke (2017) as cited in Kerlinger (1973), survey research is social scientific research that focuses on people, significant facts about people, and their beliefs, opinions, attitudes, motivations, and behaviours. In survey research, data obtained from the samples of a given population to generalize the whole population in later analysis by describing quantitatively a sectional aspect of the population and includes the study of relationships (p.43). Survey research can be used to gather large amounts of data from a sample of a given population at one time. Through survey questionnaire, the influence of Korean Wave can be well explained, and how it influences their purchasing behaviour. In addition, the research is going to explore the factors that contribute to the purchasing decisions of different types of Korean products separately. By using the survey questionnaire, the research can showcase their opinion of the influence of Korean Wave on themselves and the reasons for their buying decisions of Korean products.

The survey questions are going to be divided into four sections, which are credential verification section, demographic section, influence of Korean Wave section, and influence on purchasing behaviour of Korean products section. Firstly, a credential verification question is going to ask for the acknowledgement of respondents on the use of data as if they are participating in this survey research. In addition, this section also verifies that only qualified respondents can take part in this research. Next, the demographic section would ask about the personal details of participants to collect their basic demographic information. Furthermore, the influence of Korean Wave section would ask about their past behaviours performed with Korean Wave products in relation to their opinion on the effects of Korean Wave on themselves.

This is to analyse the consumers' responses based on their past experiences with Korean Wave products. The last section is about the influence of Korean products on purchasing behaviour, where the reasons for purchasing different types of Korean products will be asked. This is to analyse the consumers' responses to the reasons that most typically come to mind when it comes to different types of products. These questions would help in studying the consumers' past experiences for further discussion and future prediction.

The survey questionnaire will be conducted online through Google Forms. This is because the participants from various states of Malaysia could participate without being limited in certain areas. Online survey research is easier and faster as the collection time is shorter as compared to other types of methods. The duration of collecting data is estimated to be one month. To participate in this survey research, their consent will be sought in the first section of the questionnaire to show respect for them.

3.3 Population, Sample Size and Sampling Method

A population is a distinct group of people that share a common characteristic that could be the interest of research. The survey participants should indicate that they are Malaysian youth who are currently staying in Malaysia. They should share a similar background in that they have had experiences with Korean Wave before. The sample size of the research is 50 participants, aged 18 to 28, to represent the population in Malaysia. Hence, the subjects of the study are K-POP youth fans or consumers who bought South Korea products. However, the limitation is that other members of the public who did not have experience with Korean Wave before were not included in this study. The sampling method used in this research is the voluntary response sampling method. The participants for the online survey were recruited by posting an announcement of the survey on social media platforms which are Instagram and

Xiao Hong Shu. Hashtags are used to reach K-POP idol group communities and K-POP fans. This sampling method can reach the target participants who are K-POP fans directly and easily as they willing to participate in this study because they are personally related to K-POP. By posting the announcement with title of K-POP related, this ensures only qualified respondents participated in this study to avoid inaccurate results.

3.4 Data collection

An online survey was distributed through social media which are Instagram, WeChat, WhatsApp, and Xiao Hong Shu to reach participants who are actively following the Korean Wave, also known as "fandom". Since the "fandom" communities are active on social media platforms widely, they are expected to expose themselves and participate in this study. The survey questionnaire was constructed in Google Form, and the participants were instructed to follow the link that led to the credential verification section page. The participants were acknowledged for the confidentiality of the data collected on the first page. After reading the information, they were asked to confirm their approval by selecting the "I Understood" option. The survey consisted of close-ended questions that were separated into four section, namely credential verification section, demographic section, influence of Korean Wave section and influence on purchasing behaviour of Korean products section.

3.5 Data Analysis

A descriptive analysis will be applied to explore the characteristics of Korean Wave products that might affect their attitude and purchasing behaviour. Since all the questions are closed-ended questions, statistical data analysis will identify the influence of Korean Wave products on consumers. After receiving all responses, Microsoft Excel is used to tabulate and

analyse the data. Bar graph and pie chart will be generated by using Microsoft Excel to arrange the data for analysis.

CHAPTER IV

FINDINGS AND ANALYSIS

4.1 Introduction

This study had carried out survey research towards 50 participants that aged between 18 and 28 who have experiences with Korean Wave before to study the factors that affect their purchasing behaviour to purchase Korean Wave product.

Demographic data of Malaysian youth

The first part of the demographic data on Malaysian youth is diverse in terms of age, gender, occupation, and total family income. Figure 1 shows the age range from 18 to 28 years old and gender. Among the 50 respondents, 88% were female and only 12% were male. 74% of them were aged between 22 and 24, followed by 20% of 18 to 21 years old and 8% of 25 to 28 years old. Significantly, females aged 22 to 24 accounted for 68% of all respondents, accounting for the majority of the total.

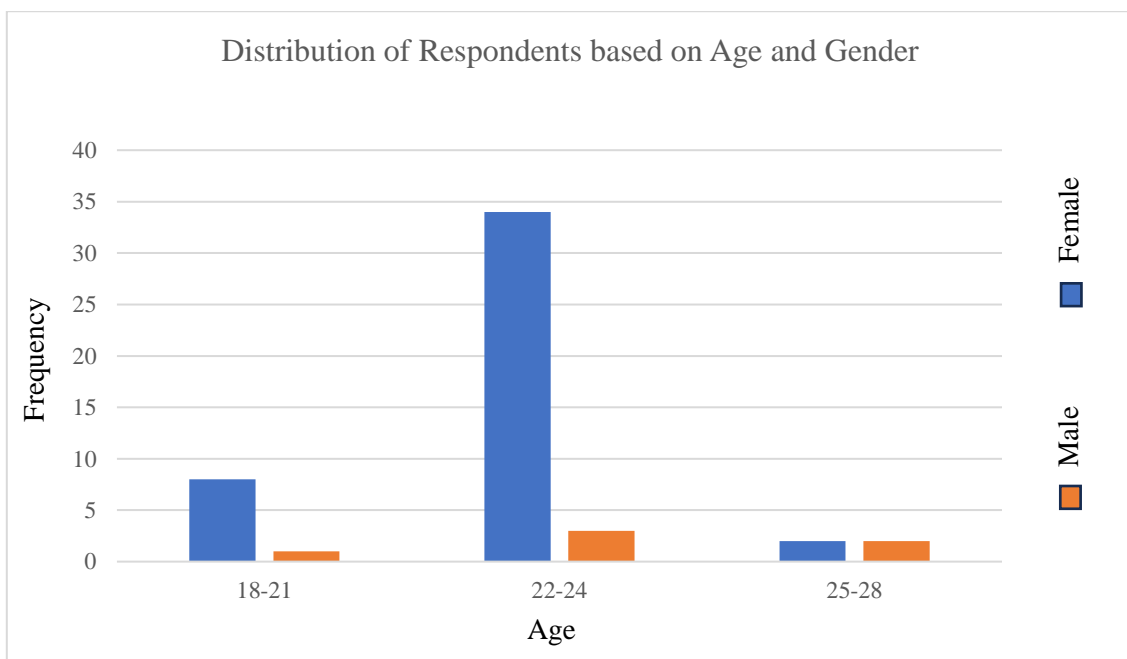


Figure 1: Distribution of Respondents by Age and Gender

According to Figure 2, 88% of the respondents were students, and 12% were employed. 38% had total family incomes of RM2000 and below, where 18 were still studying and one is working. 30% had total family income between RM2001 and RM4000, while students accounted for 80%. Next, 18% had a total family income of RM6001 and above, and 14% had a total family income between RM4001 and RM6000. The data showed most of the respondents were students who might have lower purchasing power; therefore, having total family income less than RM4000.

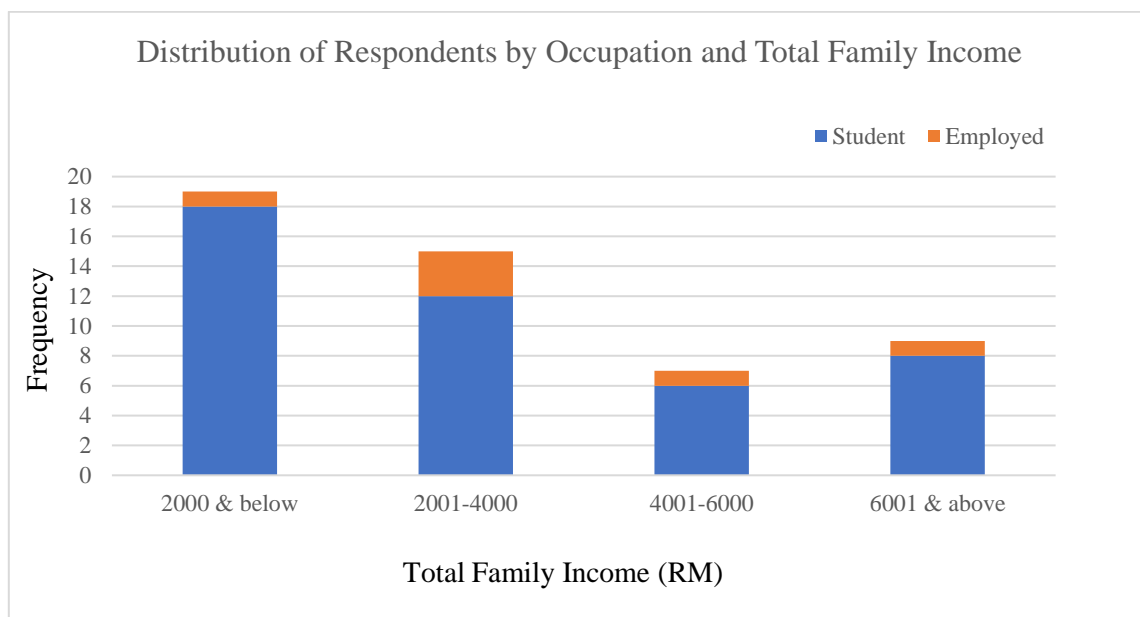


Figure 2: Distribution of Respondents by Occupation and Total Family Income

The second part of the demographic data is related to the experience of the Korean Wave. The data collected described the experiences with Korean Wave as shown in Figure 3. A significant number of respondents watched K-drama or films (92%), listened to K-POP music (88%), and consumed Korean food (80%). Next, 50% learned Korean language because of the Korean Wave, 40% attended K-POP concerts before, and 12% visited Korea.

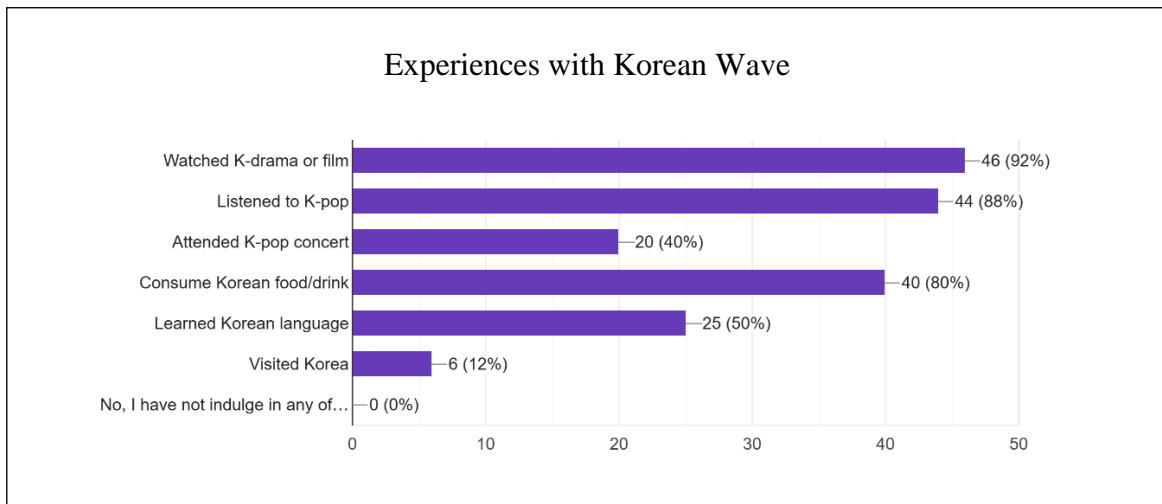


Figure 3: Experiences with Korean Wave

Figure 4 shows that a significant number of respondents experienced South Korean culture for more than 5 years (72%) which have a longer time of exposure. 16% experienced less than 1 year, while only 2% experienced 2 to 4 years of South Korean culture.

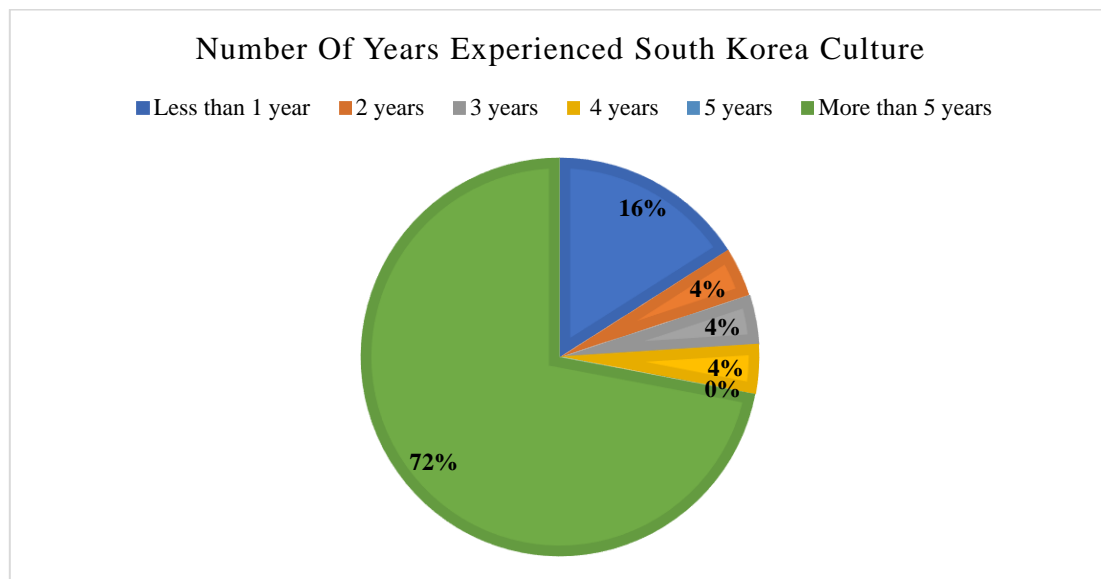


Figure 4: Number of Years Experience South Korea Culture

According to Figure 5, 40% spend RM200 and below on purchasing Korean Wave products every month. 34% chose no spending, while 8 of them have more than 5 years of experience experiencing South Korean culture. Furthermore, 16% spend RM201 to RM500, while 6% spend RM1000 and above. 4% chose RM500 to RM1000 as their monthly spending.

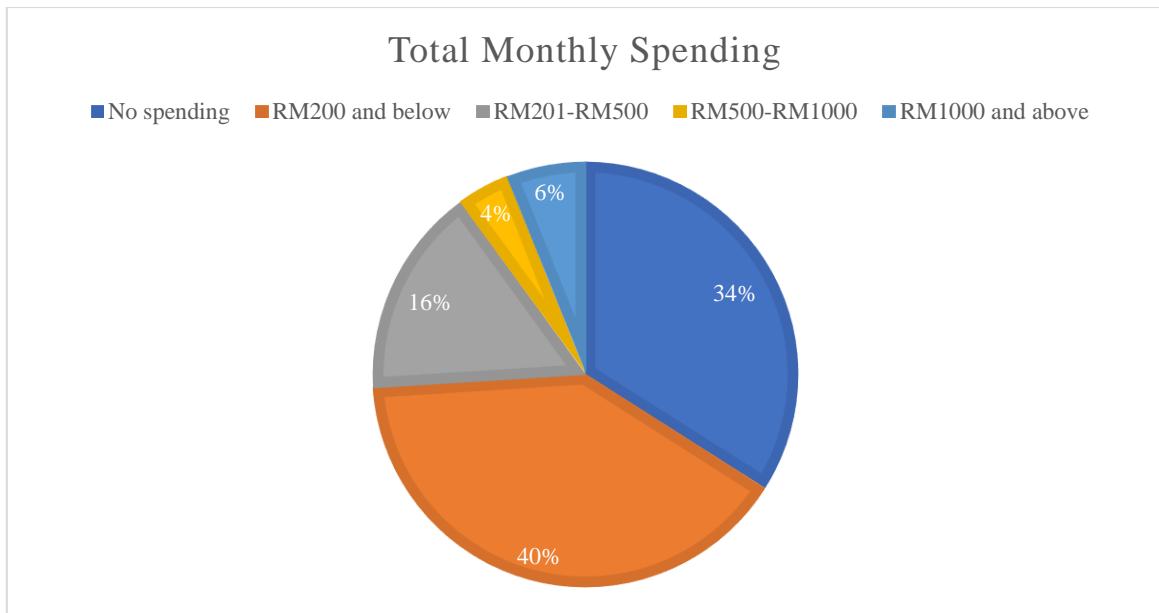


Figure 5: Total Monthly Spending

This study only included K-drama, K-POP, Korean food, and Korean beauty as four main components, as shown in Figure 6. K-POP music, celebrities, and idols were counted by 56% of the respondents as the most favourite Korean Wave product, followed by 22% of Korean food and 18% of K-drama. Two respondents chose Korean beauty as their favourite.

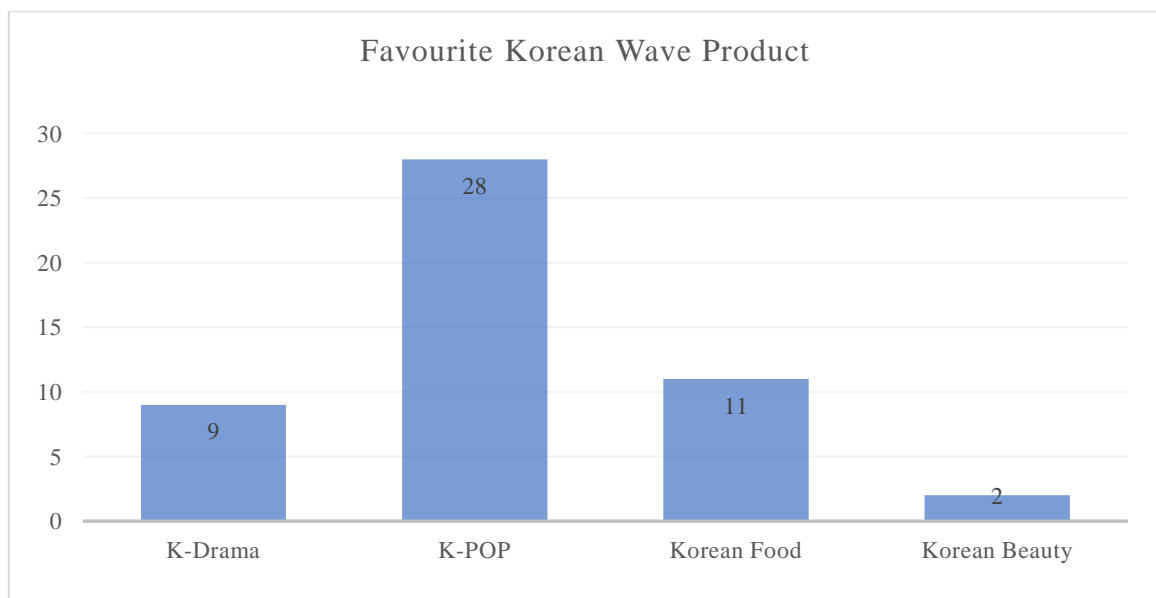


Figure 6: Favourite Korean Wave Product

90% of the respondents used smartphone to learn about Korean Wave products, while 82% interacted Korean Wave through social media. 66% used online streaming platform to learn about Korean Wave product. 64% used laptop while 42% used television.

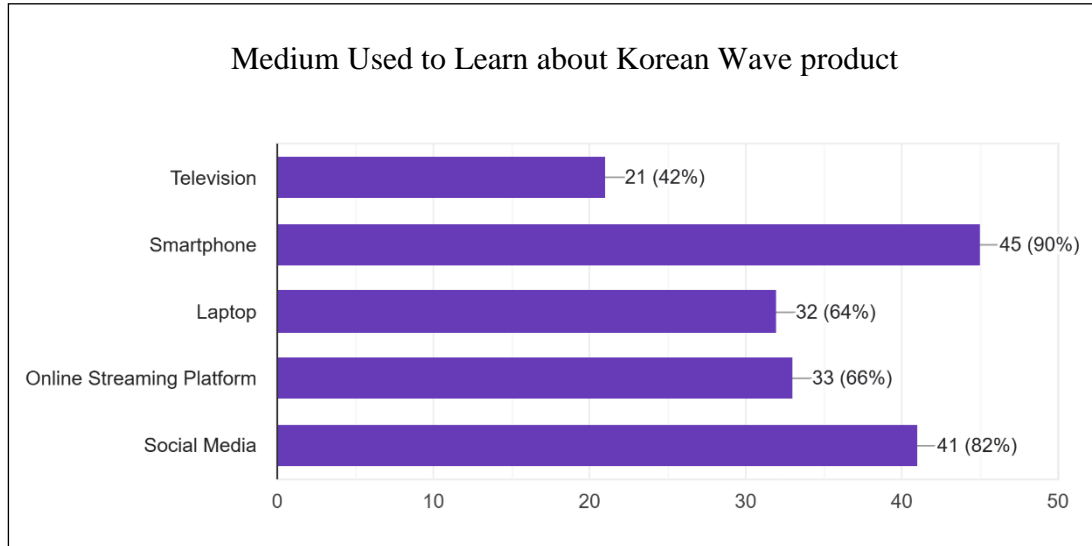


Figure 7: Medium Used to Learn about Korean Wave Product

Influence of Korean Wave

The second part of the data collected focuses on the influence of the Korean Wave on Malaysian youth. Figure 8 shows the frequency of daily exposure to Korean Wave products, where 48% had a frequency between 2 and 4 hours, followed by 24% of 1 hour and below, 18% of 5 to 7 hours, and 10% of 8 hours and above.

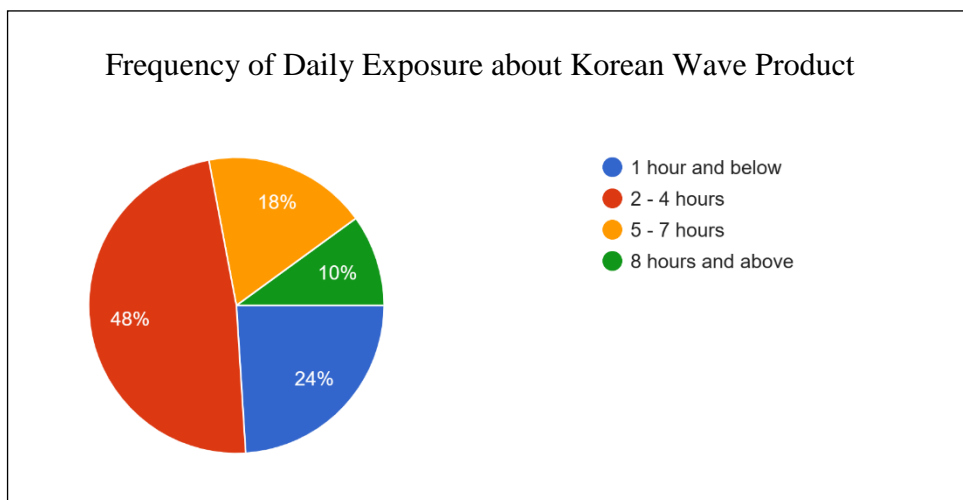


Figure 8: Frequency of Daily Exposure about Korean Wave Product

The respondents were asked about the influence of the Korean Wave on them, whether positively or negatively. This is based on their own justification and judgement. Figure 8 shows that 92% chose impact positively and 8% chose no idea. No respondents chose impact negatively.

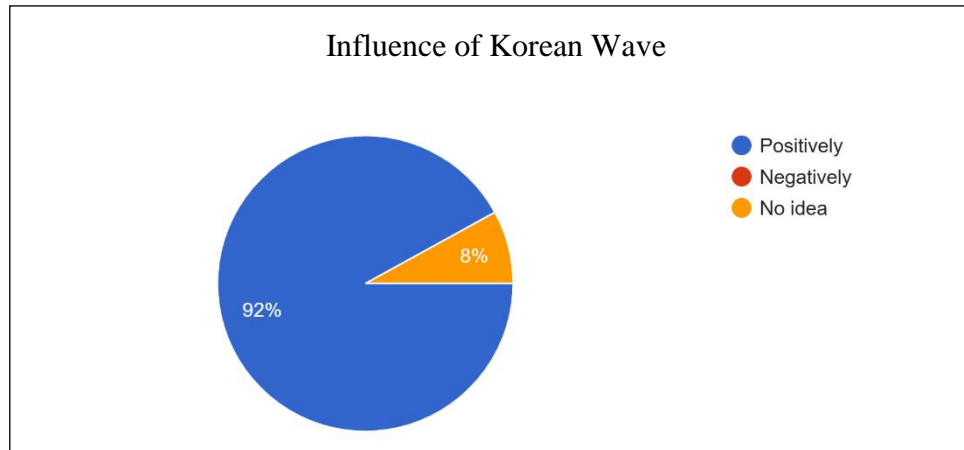


Figure 9: Influence of Korean Wave

The respondents were asked more specifically about the effects of South Korean culture on them. A clear analysis of the respondents' choices is shown in Figure 10. 64% voted for spending their free time to expose Korean Wave products, followed by 58% who chose South Korean culture changed their fashion style, and 54% followed the fashion trend. This showed South Korean culture started a trend and determined a standard of 'fashion' for those who experienced the Korean Wave. Next, 52% stated that they learned the Korean language and found their hobbies and interests. 46% treated their favourite idols as role models, showing that Korean idols can influence their fans. 42% changed their beauty standard and learned the attitude from their favourite idol, while 34% learned more skills and felt the lyrics of K-POP music encouraged them. Lastly, 14% were more confident in expressing themselves.

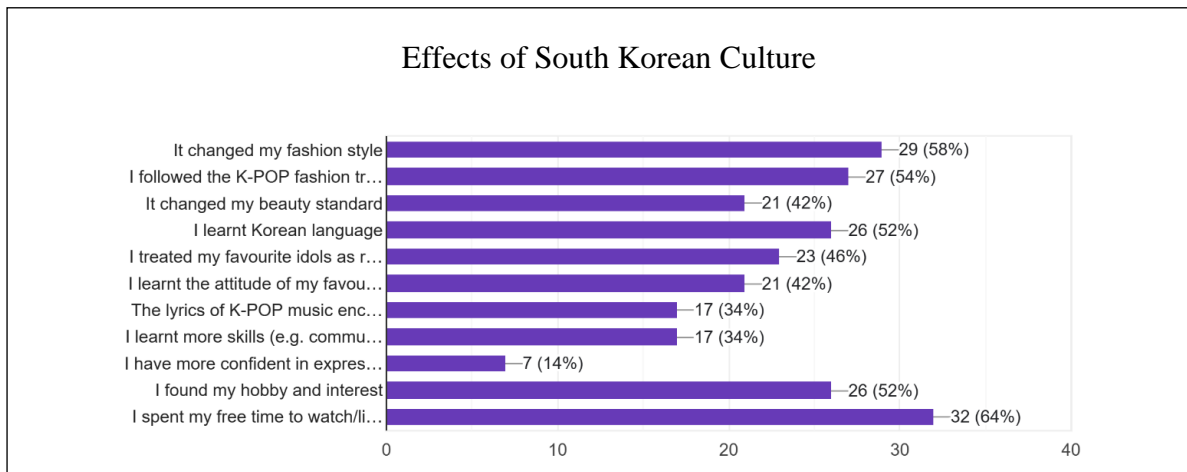


Figure 10: Effects of South Korean Culture

Factors of purchasing Korean product

The respondents were asked about their reasons for purchasing K-POP idol-related products, as shown in Figure 11. Six of them clarified that they did not purchase it. 60% decided to buy because they admired Korean actors, actresses, idols, or artists. Furthermore, 42% will buy it because the same product is used by their favourite idol. 38% think that the price is affordable, while 34% would buy it because of the quality. Attractive and beautiful packaging accounted for 32%, and limited editions accounted for 30%. The practicality of the product was counted at 18%, which is the lowest vote. The result showed that 88% of the respondents can be considered fans', and they are more willing to buy idol-related products because they admire them and would like to use the same product as they used. Practicality might not be so attractive to them.

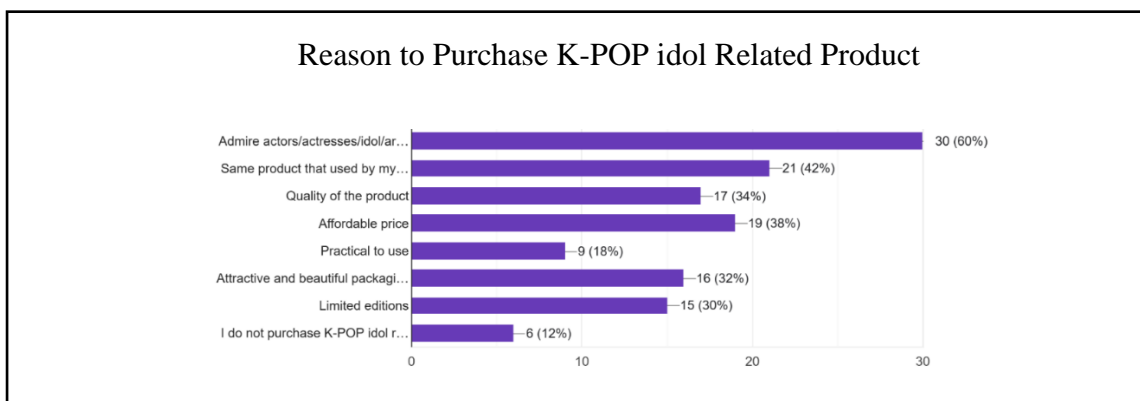


Figure 11: Reasons to Purchase K-POP idol Related Product

Next, the respondents were asked about the reasons for purchasing Korean food, as shown in Figure 12. 88% said the Korean food is tasty, and 68% said the Korean food suits their taste. 25 respondents were recommended by friends or family members to buy Korean food. 38% voted for an affordable price, and the Korean food was recommended by their favourite idols. 32% watched Korean dramas, and the food was shown in K-drama, which encouraged them to buy. 26% considered buying because of Mukbang videos and the products were endorsed by their favourite idols or celebrities. 24% buy Korean food because of the trend and popularity, while 18% do so because of advertisements. Two respondents stated that they did not purchase the Korean food. This result showed that the taste of the food has a larger impact on encouraging them to purchase Korean food.

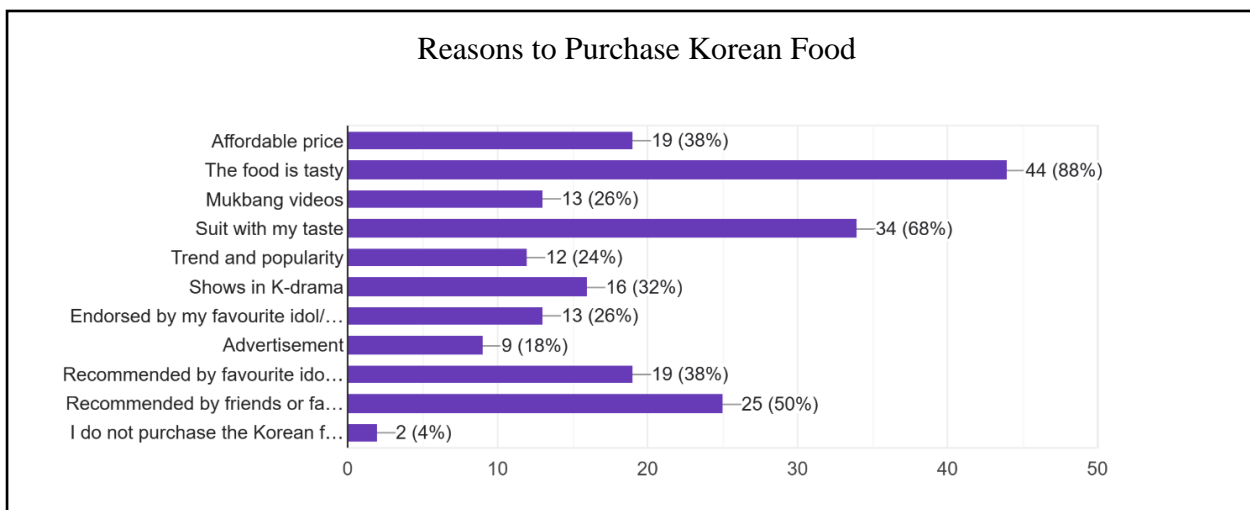


Figure 12: Reasons to Purchase Korean Food

When the respondents were asked about reasons to buy Korean beauty products, four of them claimed that they did not purchase any of them, as shown in Figure 13. On the other hand, 66% bought because of the high quality, whereas 64% bought because of the satisfaction of using them and the good reputation of the brands. Furthermore, 50% said the price of Korean beauty products is affordable. Next, 32% would purchase if the beauty product was endorsed by their favourite idols or celebrities, while 28% were recommended by friends or family members. 20% were influenced by advertisements. The quality of the Korean beauty product and the

reputation of the brand influenced them the most, and the satisfaction after using it might encourages them to repurchase.

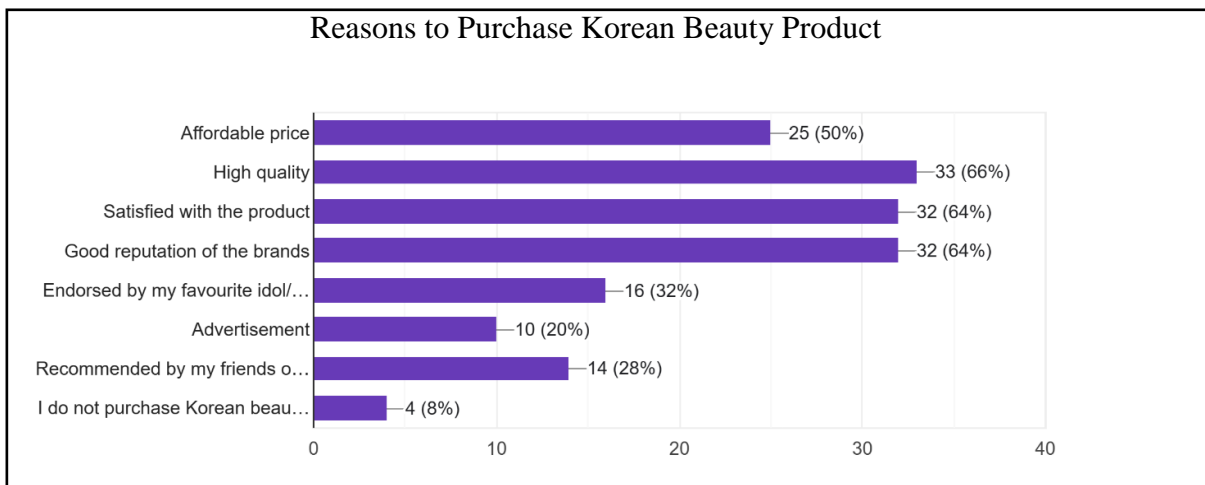


Figure 13: Reasons to Purchase Korean Beauty Product

Half of the respondents did not subscribe to any memberships of K-POP idols or online streaming platforms to watch Korean drama. 20% subscribed to memberships of K-POP idols, and 22% subscribed to watch Korean dramas. 8% subscribed to both.

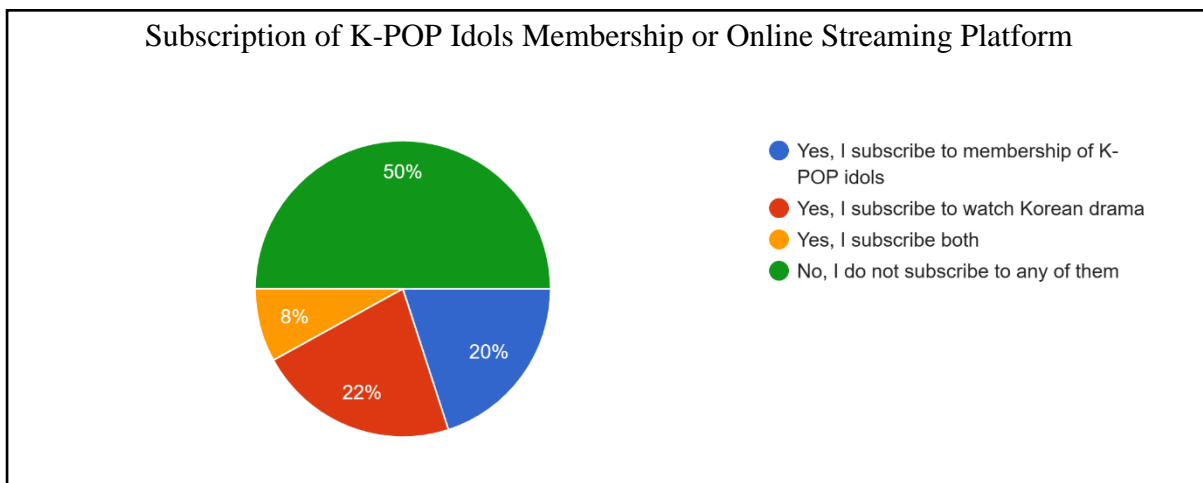


Figure 14: Subscription of K-POP Idols Membership or Online Streaming Platform

When the respondents were asked about their repurchase intention, 92% claimed that they would repurchase, while 8% did not (refer to Figure 15).

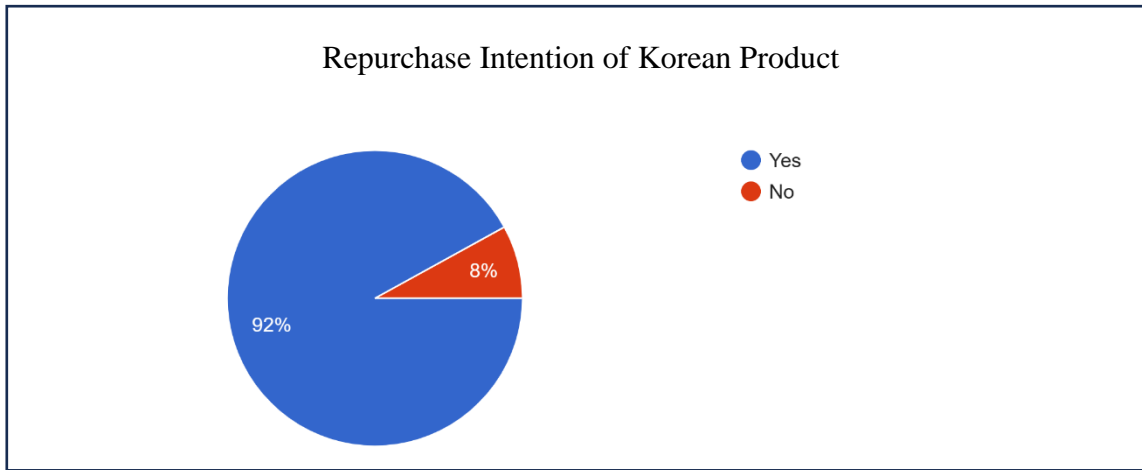


Figure 15: Repurchase Intention of Korean Product

CHAPTER V

DISCUSSION AND CONCLUSION

5.0 Introduction

The discussion focused on the impact of the Korean Wave on Malaysian youth. The impacts were divided into two parts, which are thoughts and behaviours, and more specifically on purchasing behaviours. When the purpose is the decision to purchase any products, each person considers different reasons, judgements, and thoughts as well. Since this research targeted participants who have experienced Korean Wave before, their changing thoughts and behaviours and purchasing behaviours are based on their past experiences.

*5.1 Discussion**5.1.1 Impacts of Korean Wave on Malaysian youth's thoughts and behaviours*

According to the analysis of the survey, 92% of the Malaysian youth aged 18 to 28 years old, both men and women, were positively impacted by the Korean Wave, while 8% had no idea. They were mostly watching K-drama or films and listening to K-pop music. The result is relevant to their favourite Korean Wave product, which is K-Pop, followed by K-Drama. According to Othman and Aini (2021), the Korean dramas brought values and portrayed real-life situations through the storylines that able to resonate with Asian audiences, while K-pop idols and celebrities showed their creativity and enthusiasm through their work constantly and brought great positive values to the public as well. Therefore, these two Korean Wave products were popular and able to influence audiences powerfully as well. Through the analysis, the most typical and general change in behaviour is 64% was spending free time to consume Korean Wave products. 48% spent 2 to 4 hours daily to consume Korean Wave products. The

longer daily exposure time to Korean Wave brings greater influence and is able to reshape consumers' minds, thoughts, and behaviours. Especially when they have more years of experience with the Korean Wave, the impact is continuous and gradual. 72% of the respondents have more than five years of experience with Korean Wave, which means they have been exposed to and learned about this culture for a long period of time. The emergence of new media also accelerated the expansion of Korean Wave, as most Malaysian youth used smartphones and social media to interact with Korean Wave products. Malaysian youth live in the digital media era, where the wide use of online digital media eases the transmission and communication of South Korean culture and brings the Korean Wave to the world.

Furthermore, 52% find their hobby or interest through Korean Wave, which they might not have explored before. One example is K-POP dance, which is the practice of learning K-POP idols dance covers. For now, many K-POP dance studios have opened that teach K-POP dance typically, and this has also led to the craze of random dance challenges on the street and TikTok dance challenges. Moreover, 88% followed K-POP, and 45% of them had attended K-POP concert before, which showed the great impact of K-POP as people were willing and wanted to go to a concert for their live performance.

5.1.2 Impact of K-POP Idols

There is a widespread social stereotype towards fans, which considered their star-chasing behaviours as meaningless, irrational, and out of control. However, 92% were impacted positively by the Korean Wave, while no one said it impacted them negatively. The fans actually think idols give them a positive impact and set a good example for them, which encourages them to become better versions of themselves and be more confident in real life. Therefore, the powerful impact of K-POP idols can be seen here, where the fandom stated that

they treated the K-POP idols as role models and learned from their positive behaviour and attitudes. One of the positive impacts is that fans learn more skills from idols, as they are inspired by idols' amazing skills, which enlighten them to discover new skills (Ding & Zhuang, 2021). Fans also learned Korean language while watching their idols variety shows. When watching Korean dramas or reality shows, this might give audiences inspiration to learn Korean language. Learning new languages actually gives people benefits, as they have additional language advantages in their life especially when they go for work or interview. On the other hand, the lyrics of K-POP music also give fans encouragement. For instance, female fans gain power from "BOOMBAYAH" of BLACKPINK which shows girls' power and constructs the image of modern, independent, and powerful women that girls might want to be (Ding & Zhuang, 2021).

5.1.3 Korean Wave determine beauty standard

One of the significant influences on thoughts is the changing of fashion style because they started following K-POP fashion trends and changing beauty standards. Othman and Aini (2021) stated that Korean society determined an "ideal" beauty standard that was accepted and adopted by Asians due to the spreading of Korean Wave culture. The Korean beauty standard is a small face with a pointy and small nose, a V-shaped jaw, pale and white skin, large eyes, and a slim body figure (Wang, 2023). This single ideal beauty standard reached higher popularity worldwide through the spread of the Korean Wave around the world. Farah Alia Zaizakrani (2021) stated that Korean beauty standards have been profoundly inserted in K-POP culture and spread through the portrayal of Korean celebrities, idols, and also the characters presented in Korean dramas and films. The acceptance is a result of celebrity fascination and idolization. However, this might lead to a beauty ideology as people excessively pursue a slim

figure with white skin colour, which might lead to negative consequences such as prejudice and discrimination towards people who are overweight with darker skin.

5.1.4 Buying behaviour of K-POP idol goods

Admiration for Korean actors, idols, or celebrities is the most significant reason for consumers to buy idol-related products. It might be due to the idol effect, which leads to fan identity and fan loyalty, which encourage fans to buy the product. According to Park et al. (2019), fans decided to buy the product even though the price was higher when the content design reflected loyalty to idol stars with symbolic value. The fans have alternative satisfaction received from the idol. They have a sense of connection with the idol if the product design illustrates its significant value. Chen et al. (2022) stated that being fans give them identity, and fans often buy, and use merchandise related to their idols to emphasise this identity. The study of Kim et al. (2018) stated that idol identification has a significant effect on repurchase intention for idol goods. Therefore, the idol identification encourages them to buy products that recognise the idol identity. Next, when a brand cooperates with idols, the fans who admire them will have the intention to buy the brand. Fan consumers are influenced by their favourite idols when choosing a brand, and they have higher chances to purchase brands that are endorsed by their idols rather than other brands (Chen et al., 2022). This also showed their support for their favourite idols by boosting the sales. Fans believe that the number of sales can directly reflect the popularity of the idols (Ding & Zhuang, 2021). In terms of music album, high sales of an album mean higher popularity; in terms of endorsement, high sales of the endorsed product mean higher business value. Furthermore, buying the same products that are used by their favourite idols also gives them a sense of connection or relationship with idols. They received satisfaction from the one-sided connection.

As only 18% concerned on practicality to use the products, this factor might not influence much of the intention to purchase them, and some fans even stored them rather than used them. The study of Kim et al. (2018) showed that, among all the idol goods, cheering tools were the most often purchased idol goods. However, cheering goods are usually less practical as they are more used for decorative or supporting purposes. Some consumers even purchase two sets of the same goods for both use and storage (Kim et al., 2018). This showed that the consumers might consider less about the practicality of the product since they were not using it but storing it. The price of the product influences the buyers' decision, which might also depend on their purchasing power and frequency of buying. Kim et al. (2018) stated that light purchasers will consider more about the price and practical features of the idol goods. However, heavy buyers majorly consider scarcity attributes such as limited editions, but less likely concern on the price or practical features. The scarcity of the idol goods might urge heavy buyers to purchase before sold out.

Quality and attractive and beautiful packaging are also important reasons to consider while deciding to buy K-POP idol-related products. The quality should be worth the selling price. Hence, the quality needs to meet the consumers' expectations and satisfaction. Next, the first impression of a product plays an important role in purchasing decisions, as the consideration can be judged by the appearance of the items or packaging. If the design of the items is beautiful and attractive, this might be able to attract people to buy although the buyers are not the fans of a particular idol or group. In addition, with the satisfaction from previous products, this may increase the repurchase intention to buy idol-related product as well.

Moreover, rather than buying physical products, the subscriptions of K-POP idol memberships or K-drama streaming platforms are also impacted by K-POP or K-drama. Paid subscriptions for K-POP idol memberships were officially run by the idols' official entertainment companies. For instance, ARMY, the fans of BTS who pay \$23 USD annually,

will receive extra benefits such as a free welcome merchandise package, annual freebies and privileges for the preservation of concerts or events (Cho, 2023). Fans who want those extra benefits will subscribe for the annual membership. Next, K-drama can be watched through online streaming platforms such as Netflix and Viu and TV boxes like Astro and unifi TV. However, due to the large number of pirate video streaming platforms available now, viewers can access the K-drama without a subscription, especially those pirate sites that provide subtitles as well.

5.1.5 Buying behaviour of Korean food

The Korea International Trade Association (KITA) stated that the rising popularity of Korean culture helped increase global awareness of Korean foods such as buldak spicy chicken noodles, tteokbokki rice cakes, and Korean-style fried chicken (Whitehead, 2021). It is undeniable that the expansion of Korean culture was due to the Korean Wave that originated from Korean dramas and K-Pop and has now spread to Korean cuisine and the overall Korean lifestyle. Therefore, the cultural expansion showed its powerful impact on the global food market in a major way (Whitehead, 2021). The significant result of this study is that 96% of the respondents had purchased Korean food before, which showed the high acceptance and popularity of Korean food among Malaysian youth.

The most remarkable reasons for Malaysian youth to buy Korean food are that it is tasty and suits their taste as 88% thought Korean food are tasty and 68% said Korean food suit with their taste. This shows the powerful social and cultural expansion that brings the acceptance of Korean food among Malaysian youth. In addition, it might be because the spiciness of Korean food is similar to that of Malaysian food, which is hot and spicy as well; therefore, it is easier to accept, suitable, and suits Malaysians taste buds. Next, recommendations from friends or

family members also encourage them to buy Korean food. Word of mouth is the most common way that people learn new information from friends and family. Hence, friends and family members are the key reasons that led to the purchase decision. According to AdMass (2021), as cited from Pew Research Center (2017), role of family and friends at different phases of the customer journey created 78% of awareness, 42% of consideration, and 79% of purchase (AdMass, 2021).

It is not surprising that recommendations and endorsements by favourite idols encourage Malaysian youth to purchase Korean food due to the idolization effect. The fandom would like to try out the food their favourite idols have eaten, endorsed, or recommended. "Mark Meal" named after GOT7's Mark Tuan, is a convenience store recipe meal that went viral online and created a huge trend. "Mark Meal" is a delicious dish combination of sausage, cheese, tteokbokki and ramen that can be made simply in a convenience store and was created by Mark Tuan's fan. This recipe became famous and trendy as it is delicious, simple to make, and the price is affordable (Tegan Sweeting, 2022). Next, BTS's Jin endorsed Ottogi Jin Ramen, which increased sales by 15% from 2021 to 2022, helped Ottogi hit ₩3 trillion won (equal to \$2.43 billion in USD) of sales by this year (Mane, 2023). In the last quarter of 2022, Jin Ramen hit ₩778.9 billion Won (equal to \$630 million USD) of sales when BTS' Jin officially became the brand ambassador (Mane, 2023). This result showed the purchasing power of Jin's fans and their willingness to buy the product that he endorsed.

In addition, Korean dramas, reality shows, or movies also bring the interest of audiences to try out Korean food. There is also influence from a favourite actor or actress, which encourages the fandoms to try out Korean food as well. One of the significant dramas is *My Love from the Star*, which brought the chimaek fever all around the world (Kim, 2015). Chimaek is a combination of Korean fried chicken and beer, which the audience is encouraged to try. Moreover, in the case of kimchi, the main factor of its popularity might be the variety of

consumption ways combined with the food culture from South Korea and is shared via the global video streaming platform and social media, so Malaysians can learn and consume it in a localised way (Bernama, 2022). Hence, the combination of media content with new media created a trend and increased the popularity of Korean food, which also inspired Malaysian youth to try Korean food. One of the trends is the spicy chicken ramen challenge that went viral on the internet as many people took on the challenge of eating the 3x spicy Buldak noodle (Yang, 2017). Another trend brought about by the media is Mukbang video, which is a live online audiovisual broadcast of an eating show that the host consumes large quantities of food. Popularity of mukbang raised in South Korea since the late 2000s and become a global trend since mid-2010 (Kang et al., 2020). People are attracted to watching Korean mukbang videos, which might interest them in eating Korean food.

5.1.6 Buying behaviour of Korean beauty product

The most significant reason to buy Korean beauty products is because of their high quality (66%). Consumers need confidence in the good and consistent quality of Korean beauty products. Some attributions such as organic made and 100% natural of Korean beauty products give a sense of safety as the products contain fewer chemical substances that would not causing allergies after use (Chan, 2018). Furthermore, price is also one of the influential factors when deciding to buy Korean beauty products. 74% of the Malaysian youth that experienced the Korean Wave were students aged between 22 and 24 with a lower family income. They might have lower purchasing power since they do not have income, which leads to lower expenditure on purchasing Korean products. Hence, the affordable price is important to consider while deciding to buy Korean beauty products, especially when they only depend on pocket money. Most Korean beauty products have an average price that is affordable as compared to the

products from western countries, which gives satisfaction and worthwhileness to the consumers (Chan, 2018). However, they are not relying on a low-price offer alone, the quality of Korean beauty products has to be worth the price (Damayanthi et al., 2023). Hence, satisfaction with the products is another influencing factor. The study of Chan (2018) stated that if the prices are slightly higher than non-branded or other local-brand products, the effect after using still makes consumers feel that the products are worthwhile. They need satisfaction received from the quality of the products and immediate effects that are long-lasting, suit their skin type, and cope with their skin problem. Satisfaction also determines repurchase intention, as consumers are willing to repurchase only when the product meets their needs. Furthermore, a good reputation for the brand is important as well because it creates a strong and positive brand image for customers. The brand with good reputation is perceived as trustworthy, reliable, and preferable which produced high quality and good products. When people search for information about beauty products, they might consider buying them from brands with a high reputation.

Similar to Korean food, recommendations from others also impact the purchasing decision for Korean beauty products. When there are too many options available, people tend to rely on the recommendations of friends, idols, or reviews from online bloggers. Friend and family referrals increase the exposure of Korean beauty products to more people due to word of mouth. Especially when they have experience using the product, this increases their confidence towards the products. Besides, the Korean wave also helped in introducing and influencing people to purchase and use Korean beauty products. Korean beauty products spend heavily on advertising and brand positioning. Firstly, they would endorse famous Korean idols, singers, or artists to be their brand ambassadors or spokespersons, which would attract their large base of fans to buy. Chan (2018) stated that people that were heavily impacted by the Korean wave are more likely to buy the Korean beauty products directly rather than research more information about the product. Hence, those who are fans of K-POP idols will support

their favourite idols by purchasing the beauty products that are endorsed by the idols (Chan, 2018). For instance, the global ambassadors of Innisfree are Jang Won-young from Ive and Kim Mingyu from Seventeen. Next, those brands also heavily launch online advertisements, especially on social media sites like Facebook and Instagram. People who use social media frequently will have large exposure to the online advertisement. They might not need to search for advertisements purposefully but will look at the social media advertisements appeared.

5.2 Conclusion

In conclusion, this study of Korean Wave and the purchasing behaviour of Malaysian youth showed that Korean Wave did impact consumers both positively and negatively in terms of attitudes, behaviours, and purchasing behaviour towards consumption of Korean products through this small sample of participants. One of the significant impacts is changing the beauty standard and fashion style, which might have two sides of effects.

With such evidence, consumers consider different factors when purchasing different types of Korean products. In addition, this study also revealed exactly what the consumers were concerned about and wanted. This could give marketers an insight into the important factors influencing consumers' decision-making, purchasing behaviour, and repurchase intention of Korean products.

The Korean Wave is causing consumers to have a tendency to purchase Korean products rather than other brands. The idol effect is one of the most significant reasons why consumers buy Korean goods. When buying K-POP idol-related goods, consumers buy out of admiration. The taste of Korean food is important as consumers purchase Korean food because the food is tasty and suits their taste buds. While buying beauty products, consumers consider

the quality, satisfaction, and good reputation of the brands the most. The repurchase intention was influenced by the satisfaction of previous buying experiences.

5.3 Recommendations

There are some limitations to this study that can be improved in the future. Firstly, only three types of Korean products were focused in this research, which was not conducted generally on Korean products. Other Korean goods were not investigated in this study, which will limit the possible factors or outcomes. Hence, the study could focus more broadly on Korean goods. Next, if more time is allowed on this study, a more thorough analysis of the factors of selection could be conducted to better understand the actual behaviour of the consumer by knowing which product they prefer the most more specifically. In addition, since this study focused on the purchasing behaviour of Korean products, the target participants could be further differentiated into several consumer groups, which are light, medium, and heavy. This could identify different types of buyers based on their buying patterns.

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Appendix A

Survey Questionnaires

Part 1- Demographic

1. Gender (male & female)
2. Age (age range 18-28)
3. Ethnicity (Malay, Chinese, Indian, Others)
4. Occupation (Employed, Self-employed, Unemployed, Student)
5. Total family income
 3. RM2000 and below
 4. RM2001- 4000
 5. RM4001- 6000
 6. RM6001 and above
6. Have you...
 - Watched K-drama or film
 - Listened to K-pop
 - Attended K-pop concert
 - Consume Korean food/drink
 - Learned Korean language
 - Visited Korea
 - No, I have not indulge in any of the above activities (Thank you for participating in the survey. You are not required to answer the following questions)
7. If yes, how long have you experienced South Korean culture?
 - Less than 1 year
 - 2 years
 - 3 years
 - 4 years
 - 5 years
 - More than 5 years
8. How much money do you spend on Korean product monthly?
 - No spending
 - RM200 and below
 - RM201-RM500

- RM500-RM1000
- RM1000 and above

Part 2- Influence of Korean Wave

1. Which of the following is your favourite Korean wave product?
 - K-Drama
 - K-POP music/celebrity/idol
 - Korean food
 - Korean beauty
2. What is the mediums that you watch/listen/learn about Korean Wave product? (Can choose more than one)
 - Television
 - Smartphone
 - Laptop
 - Online Streaming Platform
 - Social Media
3. What is your frequency of watching Korean drama/film or listening to K-POP music/idol?
 - 1 hour and below
 - 2-4 hours
 - 5-7 hours
 - 8 hours and above
4. Based on your experience, Korean wave influences you positively or negatively?
 - Positively
 - Negatively
 - No idea
5. What are the effects of South Korean culture to you? (Can choose more than one)
 - It changed my fashion style
 - I followed the K-POP fashion trends
 - It changed my beauty standard
 - I learnt Korean language
 - I treated my favourite idols as role models
 - I learnt the attitude of my favourite idols
 - The lyrics of K-POP music encourage me to overcome with obstacles

- I learnt more skills (e.g. communication skills, design skills)
- I have more confident in expressing myself to others
- I found my hobby and interest
- I spent my free time to watch/listen/learn about Korean Wave product
- Others

Part 3- Influence on purchasing behaviour

1. What are your reasons to purchase K-POP idol related product? (Can choose more than one)
 - Admire actors/actresses/idol/artist
 - Same product that used by my favourite actors/actresses/idol/artist
 - Quality of the product
 - Affordable price
 - Practical to use
 - Attractive and beautiful packaging
 - Limited editions
 - I do not purchase K-POP idol related product
2. What are your reasons to purchase Korean food? (Can choose more than one)
 - Affordable price
 - The food is tasty
 - *Mukbang* videos
 - Suit with my taste
 - Trend and popularity
 - Shows in K-drama
 - Endorsed by my favourite idol/artist/actor/actresses
 - Advertisement
 - Recommended by favourite idol/artist
 - Recommended by friends or family members
 - I do not purchase the Korean food
3. What are your reasons to purchase Korean beauty product? (Can choose more than one)
 - Affordable price
 - High quality
 - Satisfied with the product

- Good reputation of the brands
 - Endorsed by my favourite idol/artist/actor/actresses
 - Advertisement
 - Recommended by my friends or family members
 - I do not purchase Korean Beauty product
4. Do you subscribe to any membership of K-POP idols or subscription to watch Korean drama? (e.g. Official fans club membership, Netflix)
- Yes, I subscribe to membership of K-POP idols
 - Yes, I subscribe to watch Korean drama
 - Yes, I subscribe both
 - No, I do not subscribe to any of them
5. Would you repurchase Korean product after used?
- Yes
 - No