

INTENTION TO ADVERTISE PRODUCTS BY USING SOUTH KOREAN CELEBRITIES TO ENCOURAGE PURCHASE INTENTION

Dinda Mandatain¹, Khalisa Azalia², Raissa Diamantha Kalila³, Tineukeu Ariyanti⁴, Terrylina Arvinta Monoarfa⁵

¹ Department of Digital Business, Universitas Negeri Jakarta, Indonesia

² Department of Digital Business, Universitas Negeri Jakarta, Indonesia

³ Department of Digital Business, Universitas Negeri Jakarta, Indonesia

⁴ Department of Digital Business, Universitas Negeri Jakarta, Indonesia

⁵ Department of Digital Business, Universitas Negeri Jakarta, Indonesia

Abstract

In the current digital era, product marketing strategies have evolved. The use of South Korean celebrities in product advertisements has proven effective in influencing public purchase interest. This study aims to explore the impact of using South Korean celebrities in product advertisements on consumer purchase interest in Indonesia and its effect on product sales. This concept is based on the widespread global popularity of South Korean celebrities, especially in the entertainment industry such as K-Pop, which has a significant influence on their fans. A quantitative method was used in data collection for this research, by distributing questionnaires to 100 respondents in the Jakarta area and its surroundings, an area significantly influenced by product promotions featuring South Korean celebrities as model stars, particularly in the food and beauty product categories. The data analysis technique employed is simple linear regression analysis, using SPSS software to identify the cause-and-effect relationship between the variable of using South Korean celebrities in product promotions and consumer purchasing behavior. The results of this study can provide a deeper understanding of South Korean celebrities in influencing purchase interest and recommend the effectiveness of their use as brand ambassadors. With a better understanding of the influence of South Korean celebrities in product marketing, companies can significantly enhance brand exposure and product sales.

Keyword: use of South Korean celebrities; product advertisements; consumer purchase interest

1. Introduction

In the current digital era, product marketing strategies have undergone a transformation that has changed the way businesses interact with consumers. This change enables direct and interactive communication through various platforms, such as social media, email, and corporate websites (Orinaldi, 2020). Success in today's marketing strategies not only depends on the quality of the product but also on the ability to build emotional relationships with consumers. One approach that has proven effective in achieving this goal is involving celebrities as brand ambassadors (Hsu & McDonald, 2002).

Celebrities, encompassing various well-known figures in society such as singers, actors, models, athletes, and others (O'Mahony & Meenaghan, 1997/1998; Hsu & McDonald, 2002), have become the primary choice for associating brands with their fans. The emotional connection between consumers and celebrities through social media, television shows, or direct interactions plays a significant role in influencing purchasing behavior. When celebrities endorse a product, fans feel emotionally connected because they perceive a bond with the celebrity. This creates the perception that using the product promoted by their idol will strengthen that emotional connection. Consequently, consumers are inclined to be attracted to products advertised by celebrities as they wish to experience an emotional connection with the figure.

This phenomenon demonstrates that purchasing interest is influenced not only by the quality of the product but also by the emotional connection with admired celebrities. The South Korean entertainment industry, particularly K-pop, has become a force influencing global consumer trends and behaviors. With a large and highly enthusiastic fan base, South Korean celebrities are able to shape consumer perceptions of products or brands.

Their presence in product advertisements has had a positive impact on consumer purchase interest, as evidenced by the increased sales of Lemonilo products advertised by NCT Dream (a South Korean boy group under SM Entertainment) as their brand ambassadors throughout 2022. This collaboration successfully boosted Lemonilo noodle revenue by 154.9% that year (Annur, 2022). This demonstrates that when products are advertised by celebrities, there is not only a surge in direct product purchases but also a significant increase in the purchase of official merchandise and related products inspired by them.

In Indonesia, interest in K-Pop has been rising since 2011, reflected in the high enthusiasm for concerts and album tours of South Korean artists. This is evidenced by the first concert of Super Junior, a famous K-Pop group, held in 2012. The high enthusiasm of the Indonesian public for this concert became a strong indicator of the significant interest in K-Pop in the country. Therefore, Indonesia has become one of the important destinations for South Korean artists on their album tours (Dante, 2017). With the continuous growth of the South Korean entertainment industry, it is highly likely that many other industries, such as fashion, tourism, and others, will also benefit. Many companies are leveraging this by employing South Korean celebrities as advertisement stars and brand ambassadors.

Fundamentally, the primary goal of advertising is to introduce a product or brand to a broad audience and to build instant awareness of that product (Joshi, 2003).

The use of South Korean celebrities in product advertisements has proven to be an effective strategy in attracting consumer interest. K-pop idols, actors, actresses, and other celebrities from South Korea have large and influential fan bases worldwide. Their presence in product advertisements not only enhances brand exposure but also helps shape consumer perceptions of specific products.

The purpose of this study is to gain a deeper understanding of the extent to which the use of South Korean celebrities in product advertisements influences the public to purchase the advertised products, and how their usage can impact product sales. This research aims to

provide a more comprehensive understanding of the relationship between the use of South Korean celebrities and consumer purchase interest.

2. Literature Review

2.1 Theory

In conducting this research, the researcher gathers information from several relevant previous studies as a basis for comparison. Additionally, the researcher consults various books, theses, and earlier papers to obtain theories related to the topic as a foundation for scientific theory. Two previous studies serve as the primary basis for understanding this phenomenon, namely:

1. The Influence of Celebrity Credibility on Purchase Intention (Ishak, 2008)

Ishak's study (2008) suggests that using celebrities in advertisements can increase consumer purchase intention through their influence on Attitude Toward the Advertisement. Celebrity credibility, particularly Trustworthiness and Expertise, plays a crucial role in building a positive Attitude Toward the Advertisement. This positive attitude then stimulates consumer interest in the advertised product.

2. The Impact of K-Pop Brand Ambassadors on Product Sales (Annur, 2022)

Annur's study (2022) provides concrete evidence of the influence of South Korean celebrities. The collaboration between Lemonilo and NCT Dream, a renowned K-Pop boy group, as brand ambassadors resulted in a 154.9% increase in sales of Lemonilo instant noodles in 2022. This demonstrates that South Korean celebrities have significant appeal and influence on consumer purchase interest in Indonesia.

Both studies, despite their differing contexts and methodologies, converge on a central conclusion. This research will further explore the factors influencing the effectiveness of using South Korean celebrities in product advertisements in Indonesia.

2.2 Theory 2

2.1.1 Definition of Advertisement

According to Sandra Moriarty (2011), advertising is a type of marketing communication and a general term that refers to all forms of communication techniques used by marketers to reach and convey messages to consumers. Through advertising, companies can provide information about the features, benefits, and added value of the products offered to potential consumers.

Advertisements can be delivered through various media, including television, radio, print media, social media, and the internet. Additionally, advertisements can take the form of posters, banners, or leaflets placed in public places or strategic areas. The primary objective of advertising is to increase awareness, interest, and purchase intention among consumers towards the advertised product (Belch & Belch, 2020). In this way, product advertisements play a crucial role in the marketing strategy of a product or service.

2.1.2 Definition of Celebrity

Celebrities are individuals who receive widespread recognition and popularity among the public. They can come from various fields, including music, film, modeling, performing arts, sports, sciences, and various other professions (O'Mahony & Meenaghan, 1997/1998; Hsu & McDonald, 2002). The presence of celebrities is often identified by a large and enthusiastic fan base, who regard them as icons or role models in daily life (Cashmore, 2006).

In the context of marketing, the presence of celebrities has the potential to add value to a particular brand or product. Using celebrities to convey messages can enhance audience recall (Ishak, A., 2008).

This is due to the relationship established between the well-liked celebrity and the brand's image, which can enhance consumers' positive perceptions of that brand. Many companies invite celebrities to become brand ambassadors, tasked with promoting their products to the market. This is closely related to Lea-Greenwood (2012:77), who describes brand ambassadors as tools used by companies to communicate and connect with the public regarding how they can truly boost sales (Ghadani, A. et al., 2022). The success of advertising campaigns involving celebrities often depends on the strength of the celebrity's influence and popularity among fans and the general public at large.

2.1.3 South Korean Celebrity

South Korean celebrities are those originating from the entertainment industry of South Korea, encompassing various fields such as K-Pop, film, drama, and sports. The South Korean entertainment industry, particularly K-Pop, has achieved global popularity and boasts fans worldwide (Jung, J., & Shim, S., 2014).

South Korean celebrities are often appointed as brand ambassadors by companies to promote their products to the global market. The success of advertisements featuring South Korean celebrities is sometimes higher due to the significant influence of K-Pop and South Korean pop culture overall. K-Pop fans are often highly loyal to their idols and are inclined to purchase products advertised by South Korean celebrities whom they admire (Sanaji, S., & Shafa, M. S. A., 2023).

2.1.4 The Global Market

According to Keegan & Green (2013), the global market refers to a market where products and services can be traded across various countries worldwide. Technological advancements and global connectivity have made the global market increasingly important for companies to expand the reach of their products and reach consumers across different parts of the world.

The global market offers significant opportunities for companies to achieve long-term growth and success by reaching larger market shares and diversifying their customer bases. However, the global market also presents unique challenges for companies, such as cultural differences, languages, and consumer preferences varying from one country to another (Budiarto T. & F. Tjiptono, 1997). Therefore, a deep understanding of the global market and effective marketing strategies is crucial for companies aiming to succeed in international expansion.

Using South Korean celebrities to promote products can be an effective strategy for companies to enter the global market and win over consumers worldwide.

2.1.5 Customer Purchase Intention

Sam & Tahir (2009) define purchase intention as the likelihood that consumers will purchase a product. Additionally, Wu & Lee (2012) state that purchase intention means a specific transaction occurs based on the overall evaluation of the consumer towards the product, arising from emotional responses towards a specific behavioral object.

Purchase intention is a crucial stage in the consumer purchasing process, as it serves as an initial indicator of actual purchasing behavior. Consumers may have high or low purchase intentions depending on various factors, including brand awareness, product perception, social influence, and personal experience (Ajzen, 1991).

Based on research findings by Rachmania Putri et al. (2022), it is known that brand ambassadors significantly influence purchase intention. Statistically, brand ambassadors and purchase intention show a significant positive relationship with a significance level of 0.010.

In the context of using celebrities in product advertisements, an increase in purchase intention can occur when consumers identify themselves as connected to the advertised celebrity. Celebrities are often seen as figures of attractiveness and success, and their presence in advertisements can influence consumers to follow in their footsteps or support the brand they promote.

3. Material and Method

3.1 Time and Location

The research took place in Jakarta and its surrounding areas. The choice of location by the researcher was due to the dense population, which suggests that products endorsed by South Korean celebrities would likely be marketed more frequently both online and offline in Jakarta and nearby areas. The research period spanned three months, from March 2024 to May 2024.

3.2 Population and Sample

Hasan (2002) explains that population refers to the entire set of objects or individuals that possess specific characteristics to be studied. The objects or values focused on in the population for research are referred to as the units of analysis or population elements, which can include individuals, businesses, media entities, and so on. The research population to be studied here consists of individuals or consumers who are influenced by the use of South Korean celebrities in product advertisements to affect their purchase intentions.

Meanwhile, a sample is a subset of the population that is chosen as the subject of study or certain conditions to be studied (Riduwan & Kuncoro, 2011). In this study, the targeted sample includes individuals or consumers aged 18 years and above, residing in Jakarta and its surrounding areas, and who frequently make purchases of products advertised by South Korean celebrities, both online and offline.

3.3 Sampling Technique

The sampling technique used in this study is Simple Random Sampling (SRS), which involves selecting samples from a population in a straightforward random manner (Sugiyono, 2012). This technique was chosen by the researcher because it does not require in-depth knowledge, and every member of the population has an equal chance of being selected as a sample. As a result, the researcher obtains representative data regarding the intention to advertise products using South Korean celebrities to influence purchase intentions.

3.4 Sampling Size

Sample size is a systematic approach to selecting the number of participants in a study, based on the researcher's objectives and the statistical model used (Kelley, 2010).

This study will focus on the population of individuals or consumers influenced by the use of South Korean celebrities as brand ambassadors for various products in Indonesia. The researcher is interested in exploring how the presence of South Korean celebrities in product advertisements influences consumer purchase intentions. Therefore, the researcher will conduct the study with a sample of 50 respondents based on specified criteria.

The sample size for each category will be determined based on an analysis of the needs and diversity of the data to be studied.

3.5 Operationalization of Variables

In this study, operationalizing variables aims to translate abstract concepts related to the use of South Korean celebrities as brand ambassadors into measurable variables. The variables used are:

Tabel 3.1 Purchase Behavior Indicators Variable X

Variable	Indicators	Sub Indicators	Item No.
The Use of South Korean Celebrities (X)	Brand Recognition	Introducing brand to new customers	1
	Influence	The Influence of Celebrity Popularity on Purchases	2
		Celebrity purchasing behaviour	3
	Life Style	Reflecting celebrity lifestyle	4
		Having an Interest in Imitating Celebrities	5
	Type of Celebrity	K-pop Idol	6
		Actor/Actress	7

Tabel 3.2 Indicator of Purchase Behavior Variable Y

Variable	Indicator	Sub Indicator	Item No.
Purchase Behavior (Y)	Problem Recognition	Recognizing the need for the product	1
		Recognizing product differences	2
	Information Search	Searching based on personal experience	3
		Searching for information based on recommendations	4
	Purchase Evaluation	Comparing product quality	5
		Comparing product prices	6
	Purchase Decision	Purchase decision based on other's opinions	7
		Purchase decision based on income	8
		Purchase decision based on specific brands	9
	Post Purchase Behavior	Satisfaction with the purchased product	10
		Willingness to make repeat purchases	11

Source : (Kotler dan Keller., 2012)

Operational Definitions:

- The Use of South Korean Celebrities in Product Advertisements: The presence of South Korean celebrities in product advertisements, either as endorsers or brand ambassadors.
- Consumer Purchase Intentions: The level of desire among consumers to purchase products advertised by South Korean celebrities.
- Measurement of Variable: The Use of South Korean Celebrities in Product Advertisements: Collected through content analysis of product advertisements featuring South Korean celebrities.
- Consumer Purchase Intentions: Measured using a questionnaire containing questions about brand awareness, perceptions of the product, purchase intentions, and purchase decisions.

3.6 Data Analysis

Data analysis is the process of gaining deeper understanding of events in the surrounding environment, aiming to persuade decision-makers to alter their behavior. This process involves steps such as data collection, visualizing the data, quantitatively measuring it, and subsequently interpreting the results (Sato, 2019).

In quantitative research, data analysis is conducted after data from all respondents or other data sources are gathered. The activities involved in data analysis include: grouping data based on variables and respondent types, tabulating data based on variables across all respondents, presenting data for each variable studied, performing calculations to address the research questions, and conducting calculations to test the proposed hypotheses (Sugiyono, 2012).

Simple linear regression analysis is being used in this research to test the level of relationship between the variable of South Korean celebrity usage and the variable influenced by purchasing behavior, with the aim of identifying a cause-and-effect relationship between them.

3.6.1 Hypothesis & Research Framework

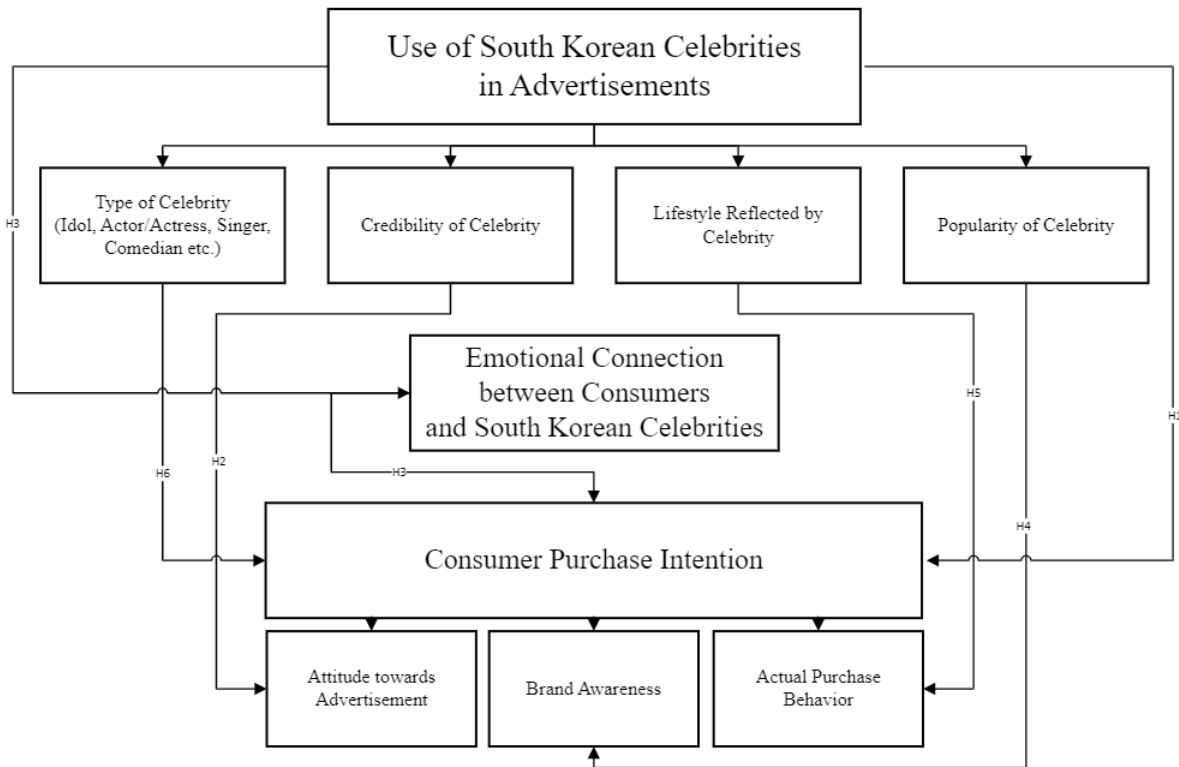
The purpose of this research is to find out how the use of South Korean celebrities as Brand Ambassadors increases product sales. In addition, this research is intended to help product companies that want to attract customers who are fans of South Korean celebrities. The following is a hypothesis, research framework, and how they relate to each other.

Hypothesis

1. H1: The use of South Korean celebrities in product advertisements significantly increases consumer purchase intention.
 - This hypothesis posits that advertisements featuring South Korean celebrities, such as K-pop idols or actors/actresses, lead to a notable rise in consumers' intention to buy the advertised products.
2. H2: The credibility of South Korean celebrities positively affects consumer attitudes towards advertisements.
 - This hypothesis suggests that the perceived trustworthiness and expertise of South Korean celebrities enhance the overall attitude of consumers towards the advertisements in which these celebrities appear.
3. H3: The emotional connection between consumers and South Korean celebrities mediates the influence of these celebrities on consumer purchase behavior.
 - This hypothesis proposes that the emotional bond consumers feel towards South Korean celebrities plays a mediating role in how these celebrities influence purchasing behavior, with stronger emotional connections leading to higher purchase intentions.

4. H4: The popularity of South Korean celebrities directly correlates with an increase in brand awareness and product sales.
 - This hypothesis asserts that the widespread popularity of South Korean celebrities is directly linked to higher brand recognition and increased sales of the products they endorse.
5. H5: The lifestyle reflected by South Korean celebrities in advertisements impacts consumers' purchasing decisions.
 - This hypothesis indicates that the lifestyle and image portrayed by South Korean celebrities in advertisements affect the purchasing decisions of consumers who aspire to emulate the celebrities' lifestyle.
6. H6: There is a significant difference in consumer purchase intentions based on the type of South Korean celebrity (e.g., K-pop idol vs. actor/actress) used in advertisements.
 - This hypothesis examines whether the type of South Korean celebrity (such as a K-pop idol versus an actor/actress) used in advertisements leads to varying levels of consumer purchase intention.

Figure 1. Research Framework



4. Analyst Result

Table 1. Correlation Analysis

		Correlations														
		P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12	P13	P14	TOTAL
P01	Pearson Correlation	1	.414**	.234*	.146	.229*	.062	.199*	.225*	.196*	.279**	.128	.265**	.265**	.307**	.485**
	Sig. (2-tailed)		<.001	.012	.119	.014	.512	.033	.015	.036	.003	.174	.004	.004	<.001	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P02	Pearson Correlation	.414**	1	.551**	.555**	.354**	.271**	.271**	.225*	.183	.337**	.115	.221*	.196*	.210*	.658**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	.003	.003	.016	.051	<.001	.219	.018	.036	.026	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P03	Pearson Correlation	.234*	.551**	1	.641**	.313**	.235*	.309**	.178	-.007	.241**	.042	.217*	.128	.182	.577**
	Sig. (2-tailed)	.012	<.001		<.001	<.001	.011	<.001	.057	.944	.009	.655	.020	.171	.054	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P04	Pearson Correlation	.146	.555**	.641**	1	.402**	.375**	.360**	.159	.054	.225*	.016	.165	.230*	.309**	.645**
	Sig. (2-tailed)	.119	<.001	<.001		<.001	<.001	<.001	.091	.570	.015	.866	.079	.014	<.001	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P05	Pearson Correlation	.229*	.354**	.313**	.402**	1	.590**	.370**	.288**	-.010	-.078	.081	.232*	.234*	.151	.581**
	Sig. (2-tailed)	.014	<.001	<.001	<.001		<.001	<.001	.002	.913	.406	.389	.013	.012	.110	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P06	Pearson Correlation	.062	.271**	.235*	.375**	.590**	1	.422**	.289**	.023	.074	.152	.185*	.232*	.118	.585**
	Sig. (2-tailed)	.512	.003	.011	<.001	<.001		<.001	.002	.808	.435	.104	.047	.013	.214	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P07	Pearson Correlation	.199*	.271**	.309**	.360**	.370**	.422**	1	.374**	-.042	.100	.243**	.094	.226*	.236*	.612**
	Sig. (2-tailed)	.033	.003	<.001	<.001	<.001	<.001		.654	.289	.009	.320	.015	.012	<.001	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P08	Pearson Correlation	.225*	.225*	.178	.159	.288**	.289**	.374**	1	.202*	.127	.153	.167	.221*	.278**	.537**
	Sig. (2-tailed)	.015	.016	.057	.091	.002	.002	<.001		.030	.176	.103	.074	.018	.003	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P09	Pearson Correlation	.196*	.183	-.007	.054	-.010	.023	-.042	.202*	1	.430**	.228*	.450**	.024	.120	.343**
	Sig. (2-tailed)	.036	.051	.944	.570	.913	.808	.654	.030		<.001	.014	<.001	.802	.206	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P10	Pearson Correlation	.279**	.337**	.241**	.225*	-.078	.074	.100	.127	.430**	1	.327**	.410**	.119	.314**	.480**
	Sig. (2-tailed)	.003	<.001	.009	.015	.406	.435	.289	.176	<.001		<.001	<.001	.204	<.001	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P11	Pearson Correlation	.128	.115	.042	.016	.081	.152	.243**	.153	.228*	.327**	1	.336**	.257**	.150	.421**
	Sig. (2-tailed)	.174	.219	.655	.866	.389	.104	.009	.103	.014	<.001		<.001	.006	.112	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P12	Pearson Correlation	.265**	.221*	.217*	.165	.232*	.185*	.094	.167	.450**	.410**	.336**	1	.165	.301**	.504**
	Sig. (2-tailed)	.004	.018	.020	.079	.013	.047	.320	.074	<.001	<.001	<.001		.077	.001	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P13	Pearson Correlation	.265**	.196*	.128	.230*	.234*	.232*	.226*	.221*	.024	.119	.257**	.165	1	.300**	.471**
	Sig. (2-tailed)	.004	.036	.171	.014	.012	.013	.015	.018	.802	.204	.006	.077		.001	<.001
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113
P14	Pearson Correlation	.307**	.210*	.182	.309**	.151	.118	.236*	.278**	.120	.314**	.150	.301**	.300**	1	.511**
	Sig. (2-tailed)	<.001	.026	.054	<.001	.110	.214	.012	.003	.206	<.001	.112	.001	.001		<.001
	N	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113
TOTAL	Pearson Correlation	.485**	.658**	.577**	.645**	.581**	.585**	.612**	.537**	.343**	.480**	.421**	.504**	.471**	.511**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	113

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

The correlation matrix provided in the first image indicates the Pearson correlation coefficients among 14 different variables (P01 to P14) related to the intention to advertise products using South Korean celebrities and the total purchase intention score (TOTAL). Here are the key observations:

1. Significant Correlations:

- **P01 and TOTAL:** A strong positive correlation ($r=0.485$, $p<0.001$) suggests that the initial variable (possibly representing general attitude towards using celebrities) is strongly related to the overall purchase intention.
- **P03, P05, P07, P08, P09, P10, P12, P13, and P14:** These variables also show significant positive correlations with the TOTAL score, ranging from $r=0.314$ to $r=0.537$, indicating that these factors positively influence purchase intention when South Korean celebrities are used in advertising.

2. Inter-variable Correlations:

- Many variables have significant positive inter-correlations. For instance, P03 shows strong correlations with P02 ($r=0.551$), P04 ($r=0.641$), P07 ($r=0.309$), and P13 ($r=0.410$), indicating that these variables might be measuring similar constructs or aspects related to the advertising strategy.

3. Non-significant Correlations:

- Some variables, such as P02 with P06 ($r=0.271$, $p=0.003$) and P06 with P07 ($r=0.422$, $p<0.001$), show weaker and less significant correlations, suggesting these factors might not be as strongly interrelated or impactful on purchase intention.

4. Negative Correlations:

- The matrix does not indicate any significant negative correlations, implying that all examined variables generally contribute positively to the intention to advertise using South Korean celebrities.

Table 2. R Square

Case Processing Summary				Reliability Statistics	
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	113	92,6	,807	14
	Excluded ^a	9	7,4		
	Total	122	100,0		
a. Listwise deletion based on all variables in the procedure.					

Cronbach's Alpha: The reliability coefficient is 0.807, indicating good internal consistency among the 14 items. This suggests that the variables collectively have a reliable measure and are likely assessing different facets of a coherent construct related to advertising intention and purchase intention.

5. Discussion

This study investigates the impact of South Korean celebrities on shopper obtaining behavior in Indonesia, especially within the Jakarta zone. The examination pivots on the speculation that the association of South Korean celebrities in item promotions essentially influences customer buy eagerly and eventually impacts item deals. The examination utilizes a quantitative approach utilizing basic direct relapse, supported by the SPSS program, to set up a cause-and-effect relationship between the factors.

1) Key Discoveries

A. Celebrity Impact on Shopper Behavior

a) Enthusiastic Association

The passionate bond between customers and South Korean celebrities is significant in impacting buy behavior. The thinking adjusts with past investigations by Ishak (2008), recommending that celebrity credibility—especially reliability and expertise—can cultivate a positive demeanor toward promotions. This passionate association regularly leads to an expanded want among customers to buy items supported by their favorite celebrities.

b) Validity and Reliability

The validity of South Korean celebrities, characterized by their seen dependability and mastery, features a significant effect on buyer states of mind

toward promotions. This finding bolsters H2, illustrating that the seen unwavering quality of celebrities upgrades the by and large adequacy of notices.

c) Way of life Request

The way of life depicted by South Korean celebrities in promotions altogether impacts shopper obtaining decisions. This underpins H5, demonstrating that customers are persuaded by the goal to imitate the way of life of their respected celebrities.

d) Brand Mindfulness and Deals

The ubiquity of South Korean celebrities specifically connects with expanded brand mindfulness and item deals. This is evident in the case of Lemonilo noodles, where collaboration with the K-pop group NCT Dream driven to a 154.9% increment in deals. This finding approves H4, highlighting the effective part of celebrity support in boosting brand acknowledgment and deals.

2) Commonsense Suggestions

A. Showcasing Procedures

a) Focused on Publicizing

Companies ought to deliberately utilize South Korean celebrities as brand envoys to target particular shopper sections, particularly those with a solid interest in K-pop and South Korean amusement. This focused approach can maximize the adequacy of publicizing campaigns.

b) Enthusiastic Promoting

Leveraging the enthusiastic association between celebrities and buyers can upgrade the request of notices. Marketers ought to center on making notices that highlight the individual and relatable perspectives of celebrities to fortify this bond.

c) Different Celebrity Supports

To cater to differing buyer inclinations, companies should consider employing an assortment of South Korean celebrities, counting K-pop symbols and actors/actresses. This approach can address the changing levels of impact these diverse sorts of celebrities have on customer buy eagerly (H6).

3) Industry Suggestions

A. Item Categories

The ponder finds that nourishment and excellence items especially advantage from celebrity supporters. Companies in these segments ought to consider consolidating South Korean celebrities in their promoting procedures to upgrade item offer and drive deals.

B. Advertise Extension

The expanding notoriety of K-pop and South Korean amusement in Indonesia presents openings for companies to grow their advertised reach. By adjusting their items with prevalent South Korean celebrities, businesses can tap into a broader shopper base and upgrade brand devotion.

4) Impediments and Future Investigate

Whereas the ponder gives important experiences, it has a few confinements. The test estimate is moderately little, with 100 respondents, which may not completely speak to the differing customer base in Jakarta and its environment. Future inquire about ought to consider bigger and more differing tests to approve the discoveries. Moreover, investigating other statistical components such as age, sexual orientation, and financial status seem to give a more comprehensive understanding of the effect of celebrity support on customer behavior.

Future ponders seem moreover examine the long-term impacts of celebrity support on brand devotion and buyer fulfillment. Analyzing the viability of diverse sorts of supports (e.g., social media advancements, tv commercials) seem to encourage refine promoting procedures. Additionally, comparing the impact of South Korean celebrities with neighborhood Indonesian celebrities might uncover curiously elements in customer inclinations.

6. Conclusion, Implication & Suggestion

a. Conclusion

The utilization of South Korean celebrities in item promotions altogether impacts buyer buy eagerly in Indonesia. The passionate association, validity, and way of life offered by these celebrities play significant parts in forming shopper behavior. By deliberately utilizing South Korean celebrities as brand envoys, companies can improve brand introduction, increment deals, and construct more grounded associations with their target group of onlookers. This thought underscores the significance of understanding customer brain research and leveraging celebrity impact to attain showcasing victory within the computerized time.

b. Implication

This research highlights the potent influence of South Korean celebrities on consumer purchasing decisions, demonstrating a significant opportunity for businesses to enhance their marketing strategies. By incorporating popular South Korean figures into their advertisements, companies can create a strong emotional connection with their target audience. This emotional bond is crucial as it fosters trust and loyalty, encouraging consumers to choose products endorsed by their favorite celebrities.

The success of using South Korean celebrities in marketing campaigns underscores the importance of cultural relevance in advertising. The global popularity of K-Pop and Korean entertainment provides a unique avenue for brands to tap into diverse markets. Businesses that adapt their marketing strategies to align with current cultural trends can significantly enhance their brand visibility and consumer engagement.

c. Suggestion

Based on the research, here the suggestions for businesses to capitalize on the influence of South Korean celebrities in their marketing:

- **Feature South Korean Celebrities in Ads**

Consider including popular South Korean personalities in advertisements to create strong emotional bonds with your audience. Collaborations or endorsements with these celebrities can boost brand perception and encourage consumers to connect with your products.

- **Stay Culturally Relevant**

Keep up with trends in K-Pop and Korean entertainment to ensure your marketing resonates with global audiences. Adapting your advertising content to reflect these cultural interests will help you connect with diverse consumer segments and establish your brand as relatable and authentic. Collaborating with South Korean celebrities can further enhance your brand's visibility and credibility.

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