

CHAPTER I

INTRODUCTION

This chapter discusses the background of the research, the research questions and objectives, and the general idea of this research. Shown below is a flowchart explaining the content and discussion for this chapter. This flow will be illustrated in Figure 1.1.

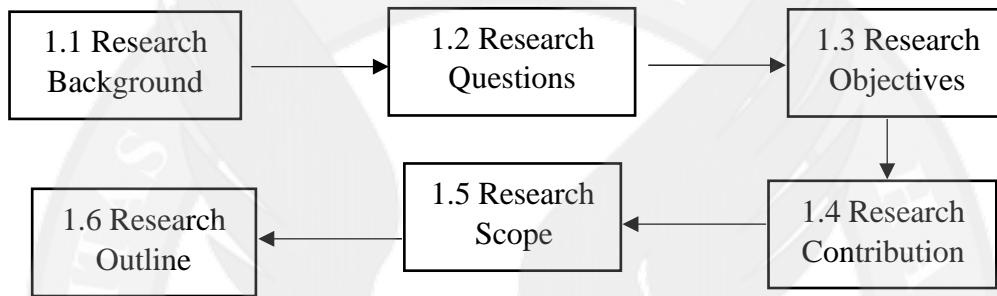


Figure 1.1 Flow of Writing Chapter 1
Source: Created for this research (2021)

1.1 Research Background

In general, the entertainment industry provides a "place" for a brand to be able to attract the attention of the audience and strategically place their products in the hope of attracting the full attention of the audience (Jiang, Thanabordeekij, & Chankoson, 2018, 233). Many brands are currently using movies, TV dramas, and TV shows as platforms to launch and promote their products (Kim & Kim, 2018). TV shows are one of the most effective media to reach consumers because viewers

tend to be more deeply involved because of the long viewing time (Kim & Wang, 2012).

Korean Tourism Organization (KTO), Korea's official tourism development organization, also utilizes Korean television series to promote Korean tourism globally (Shalehah, Trisno & Moslehpour, 2019). The growing popularity of Korean pop culture has elevated many Korean entertainment industry publications to worldwide prominence, allowing Korean commercial firms and government agencies such as KTO to more successfully engage overseas audiences (Moslehpour, Wong, Pham, Aulia, 2017). The behavior of Korean entertainment media consumers has changed, and they are now more inclined to travel to Korea and see the entertainment media's filming areas (Kim & Wang, 2012).

Korean TV shows attract interest because of their interesting shows and also related to the cultural elements depicted in them, such as fashion, food, and beauty standards to attract the attention of the audience (Han & Jo, 2019). Korean celebrities have emerged with a great role to play in connecting viewers to Korean TV shows and Korean culture as a whole (Kim & Wang, 2012). The impact of the celebrity role on a brand has a major impact on consumer consumption behavior, especially for Korean beauty product brands (Jung & Hwang, 2016). The existence of Korean beauty standards and the obsession with celebrities have an impact on individual behavior to use Korean beauty products (Armielia, 2018). Moreover, Korean celebrities have been idolized by many fans around the world because of their attractive appearance (Jung & Hwang, 2018).

Audience involvement affects the behavior of the audience when watching a Korean drama, film, and TV show (Kim, 2012). In audience involvement, there are three dimensions, namely, behavioral involvement, emotional involvement, and referential reflection (Kim & Kim, 2018). Behavioral involvement is defined as participation in activities and efforts in pre-planned activities (Zabriskie & McCormick, 2017). Emotional involvement, defined as the development of parasocial interactions, identification, empathy, or reflection, is central to the viewer's viewing experience (Kim & Longn, 2012). Referential reflection is defined as audience involvement that actively relates stories in media programs to their personal stories (Kim & Kim, 2017).

Celebrity worship is a psychological absorption referring to efforts to build a sense of identity and fulfillment associated with a person or a celebrity which can eventually lead to addiction (Brown, 2015). A fan places the celebrity they idolize into their life priorities, so they tend to adore the celebrity (Brown, 2015). The worship of celebrities is divided into two stages, namely, entertainment - social and intense - personal (Halim & Kiatkawsin, 2021). Fans who are in the entertainment-social stage show interest and carry out normal behaviors such as watching, reading, and talking about their idol celebrities when bored, and what they do does not interfere with their daily functions (Aufa, Mar'at, Triatri, 2019). Intense-personal is a stage that describes the obsessive feelings of fans towards celebrities (Halim & Kiatkawsin, 2021).

BTS is known as the most famous Korean boy band in the world (Kompas, 2021). In addition to BTS' achievements and hard work in building a career, fans

are also trying to continue to establish BTS as the number one Korean boy band in the world (Kompas, 2021). BTS fans experience the worship of BTS as their role model, fans will tend to carry out activities related to their idol (Do, 2016). Fans will start from general activities, for example by looking for information about BTS, memorizing BTS songs, watching BTS music videos and TV shows, and being willing to save money to come to BTS concerts and visit BTS music videos and TV shows (Do, 2016). But some fans tend to have an obsessive attitude, which is commonly referred to as "sasaeng" fans. These obsessed fans will seek personal information about BTS, stalk BTS, and are willing to do plastic surgery to change their body parts to look the same as BTS (Larasati, 2020). Many fans are obsessed with BTS, causing psychological problems that make fans addicted to BTS (Makki, 2019). The impact of obsessed fans is that fans become consumptive and hedonists to buy BTS souvenirs and things related to BTS (Putri, 2019).

Table 1.1 Best Korean Boybands 2020

Boyband	Ranking
BTS	1
SuperM	2
NCT	3

Source: Idntimes.com

Based on data from Idntimes, in 2020 BTS was ranked first in the best Korean boyband category. According to Fact.id (2020) the number of BTS fans worldwide is estimated at 136 million people. Indonesia ranked third with the highest number of BTS fans (Tribunnews, 2020). Therefore, BTS has a great influence on their fans (Kompas, 2021). BTS has become brand ambassadors in various categories, one of which is in the field of beauty such as Mediheal. In 2017, BTS and Mediheal teamed

up to create a product collaboration under the title Mediheal x BTS. The collaboration product between BTS and Mediheal has succeeded in attracting the attention of BTS fans and selling sheet masks on the market (Beautynesia.id, 2018). What is in the BTS TV show (Vlive), the second BTS member, Suga and Jhope, are seen wearing the sheet mask from Mediheal and explaining the series of how to use it (Allure.com, 2018). Suga and Jhope also mentioned that this Mediheal sheet mask is their favorite sheet mask and they use it regularly (JournalSociolla, 2018). This attracted the attention of BTS fans to buy a series of sheet masks from Mediheal. Even this collaboration product sells quickly and sells out in the market (JournalSociolla, 2018).

The Korean beauty market is ranked in the top 10 worldwide in the global market with a sales value of \$7.2 billion in facial care products in 2020 (Intel, 2021). In 2020, more than 46 percent of the Korean facial care market share is dominated by women, which makes Indonesia ranked 7th in the category of countries that use Korean facial treatments (Tempo, 2020). According to a survey conducted by the ZAP Beauty Index (2020), as many as 57.6 percent of Indonesian women are interested in Korean facial care products.

Referring to the discussion above, this research was conducted using a Korean beauty product brand, namely, Mediheal, and the associated boyband BTS as brand ambassadors. Researchers chose Mediheal and boyband BTS for three reasons. First, because Mediheal is the number one Korean beauty brand in the world in the sheet mask category (Mediheal.com, 2020). Second, the Mediheal brand is favored by people in Indonesia, especially when collaborating with BTS

(Womenobsession.com, 2019). Third, Mediheal is a Korean beauty brand that is one of the unicorn companies in South Korea (Mediheal.com, 2019).

Table 1.2 Sales of Mediheal Sheet Mask Products in Indonesia

Brand	2018	2019	2020
Mediheal	5.49 million	6.53 million	6.10 million
Nature Republic	2.1 million	3.8 million	5.8 million
Innisfree	1.3 million	1.5 million	3.62 million

Source: Lifestylebisnis.com

Table 1.2 and table 1.3 show the number of sales and the ranking of the best sheet mask brands in Indonesia obtained through the LifestyleBisnis website and the journal of Imani and Martini (2021). Through the table, it can also be seen that Mediheal was ranked first from 2018 to 2020. Moreover, in 2018, BTS was still actively promoting collaboration products between BTS and Mediheal. However, in 2020, Mediheal experienced a decline in product sales and rankings in 2020.

Table 1.3 Best Korean Sheet Masks in 2020

Brand	Ranking
Mediheal	8
Nature Republic	3
Innisfree	5

Source: Imani dan Martini 2021

The data above was obtained through a survey conducted by Lifestyle Bisnis and Imani and Martini (2021) in various regions in Indonesia. The survey conducted consists of consumer interest in the product and consumer's purchase intention to buy the product. Based on the Lifestyle Bisnis data, it did not mention the reason for the decline in sales, while according to Imani and Martini (2021) there was intense competition with other competitors which made consumer interest and consumer purchase intention decrease. In addition, at Mediheal official reseller store on Shopee e-commerce, Mediheal's sheet mask sales are lower than other competitors such as Nature Republic and Innisfree. Therefore, it can be concluded that the decline in Mediheal's ranking is caused by a decrease in consumer interest in the product and causes a decrease in consumer purchase intention.

Purchase intention is the willingness of consumers to buy a certain product or service based on needs, choices, attitudes towards products, and assessments that have been made by individuals (Tjokrosaputro & Cokki, 2020). Purchase intention is formed from consumer behavior towards a product, it is based on consumer confidence in the product (Pavlou, 2011:78). Consumer interest in a product affects the behavior of individuals to make a purchase intention (Sari, 2020). The interest that arises in making a purchase creates a motivation that appears in his mind which ultimately raises an intention to make a purchase (Sari, 2020).

Brand awareness has an important influence, the higher consumer awareness of a brand, the greater the potential for a company's products to be purchased by consumers (Pranata & Pramuda, 2018). The relationship between brand awareness and purchase intention is influenced by a consumer, the extent to which consumers

are about a product, the higher the consumer's purchase intention for the item (Madjid & Maulana, 2016). Brand awareness is an important capital because it is one of the factors that influence purchase intentions (Pranata & Pramudana, 2018). With brand awareness, consumers tend to buy products from known brands (Dharamdasani & Sharma, 2017). A product with greater brand awareness gets a greater consumer preference because it has a larger market share and evaluation (Dharamdasani & Sharma, 2017).

Perceived product quality is defined as a consumer's assessment of the advantages and differences of a product or brand, (Akram *et al.*, 2011, in Purwanti & Ricarto, 2018). The perceived product quality has the greatest influence on purchase intention (Eliasari & Sukaarmadja, 2017). If the quality of the product perceived by consumers is good, it will increase purchase intention because this provides a strong reason in the minds of consumers to choose the brand (Eliasari & Sukaarmadja, 2017). When consumers perceive the quality of the product to be higher, the value of the product they feel is also high, thereby increasing consumers' purchase intentions (Kurniawan & Indriani, 2018). The perceived product quality is the result of consumer evaluation of the added value contained in the product specifications which if the perceived product quality can have an impact on consumer choice and encourage purchase intention, facilitate differences, and provide opportunities for companies to set products/services at the right price. higher than similar products or services from competing companies (Tanuwijaya & Slamet, 2021).

This study used behavioral involvement variables, emotional involvement, referential references, entertainment – social, intense-personal, brand awareness mediated by perceived product quality to measure purchase intentions and visit intentions. This research needs to be done for three reasons. To begin, to assist researchers in comprehending the themes presented and in formulating hypotheses based on the data acquired (Sekaran & Bougie, 2016, 7). Second, it contributes to past research by identifying and verifying existing models, since this study duplicates the factors in Halim and Kiatkawsin's research model (2021), but in a different environment. The following table 1.4 below will explain the previous research and show some variables that have been studied before.

Table 1.4 Previous Research

No.	Writer	Variable								
		Behavioral Involvement	Emotional Involvement	Referential Reflection	Entertainment - sosial	Intense - personal	Brand Awareness	Perceived Product Quality	Purchase Intention	Visit Intention
1.	Halim & Kiatkawsin (2021)	✓	✓	✓	✓	✓	✓	✓	✓	✓
2.	Wirth <i>et al.</i> (2012)		✓		✓	✓				
3.	Kim & Kim (2017)			✓	✓	✓				
4.	Wardini & Suharyo (2017)				✓	✓	✓			
5.	Eliasari & Sukaatmadja (2017)						✓	✓	✓	
6.	Aberdeen <i>et al.</i> (2016)						✓	✓	✓	
7.	Wang (2015)							✓	✓	
8.	Satriawan & Setiawan (2017)							✓	✓	
9.	Lu <i>et al.</i> (2020)							✓		✓
10	Wang (2016)							✓		✓
	Total	1	2	2	4	4	4	7	5	3

Source: Created for this research (2020)

Based on table 1.4, it can be concluded that some variables have been studied by previous studies and some variables are still few who do the research. This means that this research is supported by several studies that have been published

and also some variables have limited support from the literature. Table 1.4 also explains that there is still little literature that discusses the variables of behavioral involvement, emotional involvement, and referential reflection. For entertainment – social, intense – personal, brand awareness, perceived product quality, purchase intention and visit intention, there are several previous studies that can support this research. Therefore, this research was conducted using support from the main journals that became the reference in this study. Because this study is a replication study of the previous research by Halim and Kiatkawsin (2021), in this study, we decided to use all the variables in the replicated study.

1.2 Research Questions

Based on the above background, the following research questions can be formulated:

1. Is there a positive influence between behavioral involvement and intense-personal?
2. Is there a positive influence between emotional involvement and entertainment – social?
3. Is there a positive influence between emotional involvement and intense - personal?
4. Is there a positive influence between referential reflection and entertainment – social?

5. Is there a positive influence between referential reflection and intense – personal?
6. Is there a positive influence between entertainment – social and brand awareness?
7. Is there a positive influence between intense personal and brand awareness?
8. Is there a positive influence between brand awareness and perceived product quality?
9. Is there a positive influence between perceived product quality and purchase intention?
10. Is there a positive influence between perceived product quality and intention to visit?

1.3 Research Objectives

The objectives of this research are as follows:

1. To find out the positive influence between behavioral involvement with intense - personal.
2. To find out the positive influence between emotional involvement and entertainment – social.
3. To find out the positive influence between emotional involvement and intense - personal.
4. To find out the positive influence between referential reflection and entertainment – social.

5. To find out the positive influence between referential reflection and intense – personal.
6. To find out the positive influence between entertainment – social and brand awareness.
7. To find out the positive influence between intense – personal and brand awareness.
8. To find out the positive influence between brand awareness and perceived product quality.
9. To find out the positive influence between perceived product quality and purchase intention.
10. To find out the positive influence between perceived product quality and intention to visit.

1.4 Research Contribution

Theoretical and practical contributions to research are often separated into two groups. Theoretical contributions are those made through performing a study to further theory, science, and the academic environment. Meanwhile, the practical application refers to the practical benefit derived by performing research on the subject, whether people, groups, or organizations. In this example, the subject of the investigation is the boyband BTS and Mediheal.

1.4.1 Contribution of Theory

Research is the systematic and rational collection and analysis of facts to accomplish a purpose. Research is an endeavor to further knowledge, to create and test hypotheses (Saputro, 2017, 10). International business research is predicated on the development of theories in the realm of international business. Additionally, researchers provide a variety of suggestions for multinational corporations' effective entry into developing countries (Myers, 2014).

The first stage in doing research is to identify the research issue since research is problem-driven (Pardede, 2018). The research issue is critical because it motivates and directs the need for research, establishing the foundation for the whole endeavor (Pardede, 2018). After defining the research topic, the researcher must be able to locate legitimate and reputable sources that include valuable hypotheses for interpreting the findings (Hair, Hult, Ringle & Sarstedt, 2014). Secondary data may be utilized in research to provide the necessary information (Sekaran & Bougie, 2016).

This study contains a critical chapter on literature evaluation, which serves to offer context and explanation for the research done (O'Gorman & MacIntosh, 2015). The literature review is composed of research models, which are classified into three categories: verbal, graphic, and mathematical (Malhotra, 2017). The verbal model is made up of variables and their connections that are conveyed via narratives. Graphical models are used to segregate variables and indicate

relationships between them; they are not designed to provide numerical results. It is more visually appealing.

Finally, a mathematical model establishes the link between variables clearly (Malhotra, 2017). Akram *et al.*, (2018) use a graphical model in their investigation. There are three reasons why this model should be used. To begin, graphical models assist researchers in easily visualizing and recognizing connected variables and hypotheses, as well as conceptualizing research difficulties (Malhotra, 2010). Second, this model is useful for a variety of purposes, including data analysis, illustrating causal links, and illustrating uncertainty in expert systems (Friedman & Goldszmidt, 2013; Malhotra, 2016). Finally, graphical models facilitate the identification of hypotheses and the conceptualization of research challenges (Malhotra, 2016).

After developing the model, it is vital to validate that it is consistent with the circumstances encountered in this research. To facilitate the conclusion of this study, statistical tests may be used to assess the model's adequacy (David & Djamaris, 2018). Statistical testing is also beneficial in this study for assessing hypotheses included in the research model. Hypothesis testing is also important since it is a procedure for determining whether or not sample data strongly support the estimate of parameter values or population characteristics (Santiyasa, 2016).

The primary contribution of this study to science is the advancement of science and technology to resolve diverse living issues (Rahayu, 2015). A theory is a collection of ideas, definitions, and propositions that are connected in such a way

that they constitute a comprehensive set of facts. The study is conducted on the basis that nothing in the realm of knowledge or theory can stand alone and create a sound conclusion (Firman, 2018). Similarly, technology is founded on certain notions (Warsita, 2014). As such, this study's objective is to develop a model based on prior beliefs that serve as the foundation for current modeling research. So that the model developed in this research might be accepted in the field of science when new discoveries are made.

This study reproduced Halim and Kiatkawsin's research paradigm and utilized the same variables and assumptions as prior investigations. The replication study was undertaken in response to prior research that attempted to address the same research topic using a variety of different items, targets, and viewpoints (Sanusi, 2016). Additionally, the researchers expect that this study will contribute to a broader knowledge of purchase and visit intents related to BTS and Mediheal. As such, this study is likely to serve as a foundation for future research on multinational corporations engaged in worldwide commerce.

1.4.2 Practical Contribution

Apart from its theoretical significance, this study also has a practical significance for the organization. The practical contribution required for this study is both for the researchers and for the research object (Adiningsih, 2018). The objective of this study is to raise awareness and comprehension of intriguing events

and to develop hypotheses based on research findings (Sekaran & Bougie, 2016).

This research adds to the study's research objectives, notably BTS and Mediheal.

The findings of this research are intended to provide extra information for Mediheal firms in terms of product innovation and quality control, allowing them to reclaim their starting position and fight with current and new rivals. Additionally, it is intended that Mediheal and other firms involved in audience involvement and celebrity worship may utilize the research, conclusions, and findings of this study as a strategy for enhancing customer purchase intention and visit intention.

For researchers, this research is supposed to offer expertise and knowledge, enhancing their capacity to examine and investigate hypotheses as a reference point. Additionally, this research assists researchers in developing a research framework, identifying as many theories as possible to serve as a foundation for this research, analyzing the problems that exist in BTS and Mediheal, and providing assistance by making suggestions and recommendations to resolve issues that arise among BTS fans and consumers. Mediheal generates final findings via hypothesis testing, which also aids the firm in this research in determining a solution to the issue of purchase intention for Mediheal goods. Finally, the researcher wants to benefit Mediheal by elucidating the effect of behavioral involvement, emotional involvement, referential reflection, entertainment - social, intensity - personal, brand awareness, and perceived product quality on customer purchase and visit intentions.

1.5 Research Scope

Due to the breadth of the subject area and the researcher's limited time, the researcher analyzes this issue using two condensed subjects. This restriction seeks to provide a comprehensive yet topic-focused research study. The first restriction of this study is the target respondents, who comprise those who are familiar with BTS and those who are familiar with the Mediheal brand.

This is to ensure that the targeted respondents are suitable and that the study stays on topic. Second, the researcher investigated just nine variables: behavioral participation, emotional involvement, referential reflection, entertainment – social, intensity – personal, brand awareness, perceived product quality, purchase intention and visit intention. This research is consistent with the theoretical foundations of behavioral involvement, emotional involvement, referential reflection, entertainment - social, and intense - personal involvement, all of which are mediated by brand awareness and perceived product quality, which influence consumer intentions. The issue mentioned above is a replication of a prior study, Halim, and Kiatkawsin (2021), which was done on a variety of items, nations, and target respondents.

1.6 Research Outline

The researcher arranged this study article carefully into five chapters to simplify and offer a concise and complete review of the findings. These five

chapters provide an introduction, a review of the literature, a description of the study methods, findings and discussion, and conclusions and suggestions.

CHAPTER 1: INTRODUCTION

In this chapter, the researcher explains the background of the research, research questions, research objectives, research justification, research methods, problem scope, and the outline of this research.

CHAPTER 2: LITERATURE REVIEW

This chapter describes the theoretically relevant literature review and the basis used to support the research. Furthermore, the theory used in this chapter helps the researcher to analyze and prove the hypothesis in this study.

CHAPTER 3: RESEARCH METHODOLOGY

This chapter describes the types of methods used for research, including data collection, data analysis, and hypothesis testing.

CHAPTER 4: RESULTS AND DISCUSSION

This chapter shows data analysis and answers to research problems that have been carried out from data that has been collected from questionnaires where the data is analyzed for variables and indicators of variables.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains conclusions drawn from the discussion in the previous chapters. In addition, the resulting conclusions can be used as recommendations or suggestions for further research.

