

ANALYSIS OF K-POP FANS DRIVERS IN PURCHASING MERCHANDISE ON ONLINE GROUP BUYING (GROUP ORDER)

Rizni Aulia Qadri¹; Fitriana Aidnilla Sinambella²; Nadiya Nur Arafah³

Fakultas Manajemen & Bisnis Universitas Internasional Batam, Kepulauan Riau
 Jln. D.I. Panjaitan KM 8 Rumbai Pekanbaru
 E-mail : rizni@uib.edu (Correspondence)

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Abstract: This study was conducted with the aim of analyzing the driving factors of K-Pop fans in purchasing merchandise on online group buying such as Group Order (GO). The population of this study is K-Pop fans in Indonesia and the sample of this study is K-Pop fans who have purchased merchandise on Group Order (GO). This study uses quantitative research methods and collects data using an online survey. This study uses Partial Least Square (PLS) analysis with the SmartPLS3 application as a data analysis method. The results of this study found that K-Pop, Impulsive Buying, Customer Perceived Value have a significant positive effect on Purchase Intention. Then Perceived Trust and Perceived Price Fairness have no significant effect on Purchase Intention, and Purchase Intention has a significant positive effect on Actual Purchase Behavior

Keywords: Fans, K-Pop, Merchandise, Online Group Buying, Group Order

INTRODUCTION

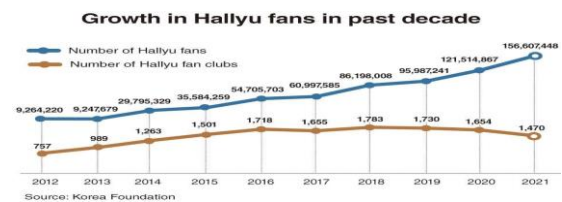
In the last few decades, Korean culture has been rapidly growing around Indonesian society. This has led to the emergence of the *Korean Wave phenomenon*, which is a Korean pop culture phenomenon that has spread to various countries around the world. The popularity of entertainment from South Korea increased over less than a decade. In 1999, the term "Hallyu" (韓流) or "*Korean Wave*" was coined by Chinese media to express the success of Korean singers in China. This was due to the increasing popularity of K-Pop music among Chinese teenagers at the time (Anastasia, 2022).

According to a report issued by the Korean Foundation, a foundation affiliated with the South Korean government in December 2021, there were 156 million Hallyu K-Pop fans spread across 113 countries (Kim Hae-yeon, 2022). This figure is predicted to continue to increase every year. The Korean Foundation also added that the Covid-19 pandemic is one of the factors

for the rapid spread of the *Korean Wave* in several countries around the world. This is evidenced by the success of video content about Korea that is played on several global *platforms*.

Figure 1. Hallyu Growth

In 2019, a private research organization called Space Oddity Blip that examines K-pop fans uploaded the "2019 Global K-pop Map" that was based on 76



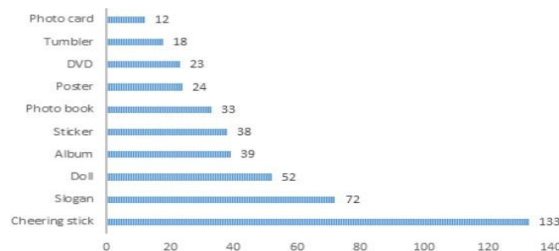
Korean idol videos on YouTube from 2018 to 2019. They found that 89.1% of the 26.55 billion total views of those videos worldwide during that period came from overseas (Joo-ri & Jihae, 2019). As Figure 2 shows, Indonesia ranks second after South Korea as the country with the highest ranked views, at 9.9% of total views (approximately 2.62 billion views).

As the *Korean Wave* phenomenon has spread to various parts of the world, the fame of products from South Korea and products related to K-Pop are also increasingly favoured by many people (Anastasia, 2022). Therefore, a fan can be said to be fanatical if they have the desire and urge to purchase things that smell like idols (Irena et al., 2022). A fan can have a willingness to collect items that resemble their idols and they are able to buy in large quantities and frequencies and do not hesitate to spend large amounts of money just to satisfy their desires (Veronica & Paramita, 2019). The experience of a fan is the same as *impulsive buying*, which is the feeling and willingness to buy an item that is not planned and also suddenly (Khairunnisa et al., 2021). *Impulsive buying* is the behaviour of a person who tends to make purchases without thinking based on emotions, good mood, bad mood, and tends to aim for pleasure alone (Ulya et al., 2022).

Along with the development of Korean culture, *online shopping* trends are also increasingly favoured by Indonesians including K-Pop fans. The items that are often collected by K-Pop fans can be called *merchandise*. K-Pop *merchandise* can be in the form of *lightsticks*, t-shirts, key chains, hats, pins, stickers, and what is often purchased is music albums (P. Nurjanah & N. E. Ikhsan, 2020). K-Pop music albums are one of the best-selling merchandises because they are more than just CDs, but include luxurious packaging, designs with various concepts, and content such as *photo books*, *photo cards*, posters, and other *merchandise* that is attractive to fans (Oliver, 2020). Not only that, according to a study conducted by (Jin Kim et al., 2018) on the purchasing behaviour of K-Pop fans in South Korea, *lightsticks* or *cheering sticks* are the most frequently purchased *merchandise* by respondents the study.

Figure 3. K-Pop Merchandise Chart

K-Pop fans are known to be loyal and devoted to their idols, so they do not hesitate to buy and spend large amounts of money. Someone who has a habit of doing spontaneous buying activities will decide to immediately buy products that are



unique and grab their attention without the presence of think again (Asrie & Misrawati, 2020). Based on an interview conducted by CNBC Indonesia with one of the K-Pop fans in Indonesia, he admitted that he had spent hundreds of millions for his idol. These fans often spend their money on *merchandise* such as music albums, t-shirts, jackets, pens, and visiting South Korea several times (Khairunnisa et al., 2021). *Online group buying* is defined as a group of consumers who gather and buy collectively to get lower or cheaper prices for goods (Ojiagu et al., 2022).

The stronger the bond of trust that is built between the seller and the buyer, the greater the opportunity for the buyer to make repeat purchases or *repurchases* (Ridwan et al., 2020). Consumers also sometimes hesitate to make online purchases due to a lack of trust in the online purchasing system which applies a concept where buyers cannot see the items purchased directly (Sharma & Klein, 2020). Therefore, *trust* or trust from an *online group buying* site is an important aspect to convince consumers (Widyastuti et al., 2020). In the case of grocery shopping websites, if the site is trustworthy then consumer attitudes towards the online retail environment are positive (Jadil et al., 2022). This shows that a consumer's sense of trust can create a positive perception and image of an online retail site.

Apart from *trust* or trust, *customer perceived value* is also an aspect of K-Pop fans' consideration for making purchases in *online group buying*. One study conducted (Sharma & Klein, 2020) states that *customer perceived value* depends on consumer assessments of something perceived from an object in terms of what is received and what is given. *Customer perceived value* is also defined as how consumers see a product or service in terms of the value, benefits and benefits they will receive later. A consumer tends to make a purchase if he sees the value of a product is good and consumers are also willing to pay more to get a better product value (Sharma & Klein, 2020). In addition, K-Pop fans who want to make purchases on *Group Order (GO)* will usually think in terms of price, more precisely, *perceived price fairness*. According to (Lastner et al., 2019), a consumer's acceptance of the price of an item is influenced by his perception of the price of the item or what can be called *perceived price fairness*. This also applies to *Group Order (GO)*. A K-Pop fan who wants to buy K-Pop idol *merchandise* at *Group Order (GO)* tends to have a perception of a fair price because of the research he does on the *merchandise* market share. Zhe Zhang (2020) suggests that *perceived price fairness* is a consumer process in comparing before making a purchase.

LITERATURE REVIEW

K-Pop/Korean Pop is a pop music genre originating from South Korea, consisting of pop, hip hop, dance, R&B, and more (W. H. Kim et al., 2020). K-Pop can be defined as part of the Korean Wave, a phenomenon of the popularity of the entertainment and music industry of South Korea, including television dramas and music. With the growth of the K-Pop music industry, numerous idol groups with different concepts have emerged, intensifying competition among

entertainment companies. This has led many Korean agencies to realize that they cannot rely solely on profitability through music (Jin Kim et al., 2018). In this situation, the entertainment industry strives to maximize profits by catering to the needs of its market, namely fans who wish to consume products offered by their K-Pop idols. The Korean entertainment industry adopts a spin-off product revenue model by offering various products related to idol stars or emphasizing the closeness between idol stars and their fans (Jin Kim et al., 2018). Consequently, many agencies such as YG Entertainment, FNC Entertainment, and Cube Entertainment operate official online and offline merchandise stores (H. Kim, 2018). With the abundance of these K-Pop idol merchandise stores, fans' purchase intention for merchandise is on the rise.

K-Pop merchandise is a product that is attractive, funny, liked or worn by K-Pop idols, has a use, and is even limited edition (Jin Kim et al., 2018). K-Pop merchandise is designed to express oneself as a fan of one's idol. K-Pop fans usually collect merchandise products related to their idols such as albums, light sticks, photocards, and other merchandise (Ardhiyansyah et al., 2021). According to (Jin Kim et al., 2018), K-Pop merchandise were available since the 1990s when the first generation of K-Pop idols emerged.

One of the characteristics of K-Pop fans lies in the profound investment fans make in both time and resources. Also, K-Pop fans doesn't end with mere consumption; it extends to the realm of ownership and embodiment (Mohammad & Saifurrahman, 2023). K-Pop fans even expand their devotion by purchasing merchandise. This is a way for them to connect with K-Pop idols, as well as a way to display their identity within the community. From clothing lines to accessories, fans gladly wear their devotion, changing their daily lives into a canvas that connects K-Pop aesthetics with

individual expression (Dinningrum & Satiti, 2022)

METHOD

This type of research is quantitative research, which is research that uses numbers and statistics. This method is a systematic method because it has a structured and clear process and plan from the beginning to the research design process (Balaka, 2022). This research also uses *casual comparative*, which is a methodology used to identify cause-and-effect relationships between independent variables and dependent variables (Nugroho & Zulfiani, 2021).

RESULTS AND DISCUSSION

The data collected by researchers was 241 respondents from the total expected provisions of 240 respondents. The questionnaire was shared through *Google Form* and those who filled out this questionnaire were K-Pop fans in Batam City.

Information	Frequency	Percentage
Questionnaire Dissemination Data		
Current number of respondents	242	
Number of respondents who met the criteria	241	
Number of respondents who did not meet the criteria	1	
Gender		
Woman	223	92,5%
Man	18	7,5%
Age		
< 17 years old	9	3,7%
17 – 24 years old	185	76,8%
25 – 34 years old	46	19,1%
35 – 40 years old	1	0,4%

Source: Primary Data Processed (2023)

Based on the data in table 2 that has been processed using SPSS, respondents were divided into 185 women and 15 men. This also shows that the percentage of female respondents is 92.5%, while male respondents are 7.5%. From these results,

it can be concluded that respondents are dominated by the female gender rather than male respondents.

Result The questionnaire data showed that there were 10 respondents under the age of 17, 154 respondents aged 17 years to 24 years, 35 respondents aged 25 years to 34 years, and 1 person aged 35 years to 40 years. Based on successfully tested data on *software* SPSS, as for the percentage of respondents under 17 years old is 5.0%, the percentage of respondents aged 17 years and 24 years is 77.0%, then the percentage for respondents aged 25 years and 34 years is 17.5%, and the percentage of respondents aged 35 years to 40 years is 0.5%. From this presentation, it can be concluded that respondents who filled out the questionnaire were dominated by respondents aged 17 years to 24 years.

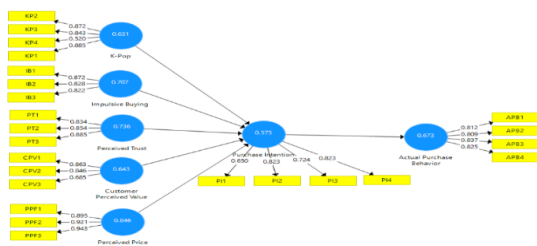
To avoid occurrences *error* or other inhibitors when conducting data analysis, researchers perform tests *Common Method Biases* (CMB) by using the SPSS application. According to (Hair et al., 2018), so that the data can pass this CMB test % value *variance* must be less than 40%. In table 3 below, it can be seen that the percentage value *variance in* the data is at 24,557 or 24.55% which shows that the data passed the CMB test and can be used in subsequent analysis.

Table 3. Common Method Biases (CMB) Test Results

Total	% of Variance	% of Cumulative
6,605	24,557	24,557

Source: Primary Data Processed (2023)

To be able to make an assessment of *outer model*, researchers conducted a test *outer loading* where the value of the *outer loadings* is > 0.6. In figure 5, it can be seen that the entire test result data *outer loadings* of the 241 respondents who met the criteria had a score above 0.6. Therefore, it can be concluded that each variable has a high degree of correlation and test results *outer loadings* Stated *valid*.



Source: Primary Data processed (2023)

Furthermore, researchers also tested AVE data to assess convergent validity. To be valid and meet convergent validity requirements, the AVE value must have a value of > 0.5. In figure 5 it can be seen that each variable has an AVE value that exceeds 0.5 so that the results of this AVE data test can be declared *valid*.

In order for a variable to be declared reliable, *Cronbach's Alpha* and *Composite Reliability* values must meet the criteria of > 0.70. Based on the explanation in table 4, it can be seen that the results of *Cronbach's Alpha* and *Composite Reliability* tests have met the criteria because each variable has exceeded the value of 0.70 so that it can be concluded that this research variable is reliable.

Figure 5. SmartPLS Analysis Results

Variables	Cronbach's Alpha	Composite Reliability	Information
K-Pop	0,789	0,868	Reliable
Impulsive Buying	0,796	0,878	Reliable
Perceived Trust	0,822	0,893	Reliable
Customer Perceived Value	0,722	0,843	Reliable
Perceived Price Fairness	0,909	0,943	Reliable
Purchase Intention	0,752	0,843	Reliable
Actual Purchase Behavior	0,840	0,892	Reliable

Source: Primary Data Processed (2023)

Direct Effect Analysis Test Results

Influence	Sample Mean	T Statistics	P Values	Conclusion
Customer Perceived Value -> Purchase Intention	0,250	4,362	0,000	Significant Positive
Impulsive Buying -> Purchase Intention	0,286	5,422	0,000	Significant Positive
K-Pop -> Purchase Intention	0,174	2,613	0,009	Significant Positive
Perceived Price Fairness -> Purchase Intention	0,026	0,455	0,650	Insignificant
Perceived Trust -> Purchase Intention	0,051	0,710	0,478	Insignificant
Purchase Intention -> Actual Purchase Behavior	0,600	12,154	0,000	Significant Positive
R-Square				
Actual Purchase Behavior	0,352			

Purchase Intention	0,305			
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Source: Primary Data Processed (2023)

Table 5 contains test results *direct effect* (direct influence) that researchers process using *software* SmartPLS 3. To be said to be influential and significant, the variable must have a T-Statistics value of > 1.65 and a P-Values value of < 0.05.

Value *R-Squares Adjusted* It usually ranges from number 0 to number 1, with higher values considered to indicate better prediction accuracy. If value *R-Square Adjusted* At 0.75 then the endogenous latent variable will be considered strong, then for a value of 0.50 medium, and 0.25 weak (Hair et al., 2018). In table 5, the values *R-Square Adjusted* on variables *Actual Purchase Behavior* is 0.352 or 35.2% which can be said that *Actual Purchase Behavior* influenced *Purchase Intention* Another 35.2% and 64.8% were influenced by other variables. Next for variables *Purchase Intention* has value *R-Square Adjusted* by 0.305 or 30.5% which can be said that *Purchase intention* influenced by K-Pop variables, *Impulsive Buying*, *Perceived Trust*, *Customer Perceived Value*, and *Perceived Price Fairness* Another 30.5% and 69.5% were influenced by other variables.

This indirect effect *test* was conducted to find out whether the role of moderation or mediation variables in this study is significant or not, whether mediation variables are proven to mediate variables X and Y and see which mediation variables have the strongest indirect influence. To be able to assess all this, researchers will test several provisions such as *the Sample Mean* value which must be < 1.96 and the *P-Values* value must be < 0.05.

Table 6. Indirect Effect Test Results

Influence	Sample Mean (M)	P Values	Conclusion
Customer Perceived Value > Purchase Intention > Actual Purchase Behavior	0,147	0,000	Significant
Impulsive Buying > Purchase Intention > Actual Purchase Behavior	0,170	0,000	Significant
K-Pop > Purchase Intention > Actual Purchase Behavior	0,099	0,014	Significant
Perceived Price Fairness > Purchase Intention >	0,017	0,653	Insignificant

Actual Purchase Behavior			
Perceived Trust > Purchase Intention > Actual Purchase Behavior	0,028	0,488	Insignificant

Source: Primary Data Processed (2023)

When viewed in table 5 test results *direct effect*, K-Pop variables and *Purchase Intention* has value *T-Statistics* of 2,613 and a value of *P-Values* amounted to 0.009. The table also found that the K-Pop variable had a significant positive influence of 0.174 on the variable *Purchase Intention*. Where this explains that the higher the value on the K-Pop variable, the higher the feeling of wanting to buy or *Purchase Intention* on K-Pop fans. Explanations related to this are also agreed by several previous studies conducted by Han et al (2022), Augusta et al (2019), Yang & Lee (2020), Hwang & Park (2021) which shows that K-Pop has a significant and positive effect on *Purchase Intention*. It also proves that the phenomenon *Korean Wave* such as K-Pop is able to create a good and positive image of South Korean products (*merchandise*). As a result of this image, K-Pop fans have formed interest and buying interest.

Based on table 5, test results *direct effect* states that the variable *Impulsive Buying* has a significant positive effect of 0.286 on *Purchase Intention* due to value *T-Statistics* which shows the number 5.4222 and the value *P-Values* amounted to 0.000. This indicates that if it gets bigger *Impulsive Buying* a customer, then this causes a greater sense of wanting to buy or *Purchase Intention* those customers. This statement is in line with studies conducted by Peña-García et al (2020) and Ramadhan & Jatra (2018). If *Group Order* has an attractive promotional strategy, this can certainly encourage K-Pop fans who have behavior *Impulsive Buying* to have a purchase intent (*Purchase Intention*). Moreover, *Purchase Intention* may increase if *Group Order* offers *attractive benefits* in terms of price to encourage spontaneous/accidental purchases by K-Pop fans because of the price and value of the item.

At Table 5, it is seen that the variables *Perceived Trust* and variables *Purchase Intention* has value *T-Statistics* of 0.710 and a value of *P-Values* amounted to 0.478. Table 5 also shows that the variable's *Perceived Trust* do not have a significant influence on *Purchase Intention* due to value *Sample Mean* which only touched the 0.051 mark. These results are in line with research conducted by Pangestoe & Purwianti (2022) and contrary to the studies conducted Kindangen et al (2021), R. Setiawan & Adrian Achyar (2021), and Mahliza & Buana (2020).

A variable can be said to have an influence with another variable if it has a value *T-Statistics* > 1.96 dan *P-Values* < 0.05. In table 5 test results *direct effect relationship Customer Perceived Value* towards *Purchase Intention* has value *T-Statistics* of 4,362 and a value of *P-Values* 0.000. Table 5 also shows that *Customer Perceived Value* has a significant positive effect of 0.250 on *Purchase Intention*. This means that the higher the value *Customer Perceived Value* then the higher it is *Purchase Intention*. Conversely, if *Customer Perceived Value* declining, then *Purchase Intention* also experienced a decline. The results of this study are in line with previous research conducted by Chae et al (2020), Liu et al (2021), Hewei (2022), Pandey & Yadav (2023), Hasan (2022) and Ahmad et al (2023). From *Group Order*, K-Pop fans can find a wide variety of excuses and *benefit* strongly why *Group Order* has more value than making a purchase in a store. One of the *benefits* is the low price and the sacrifices made are also minimal because there is no need to come to the store. If *Customer Perceived Value* increases as customers receive *benefit* When interacting, this will also increase the desire to buy or *Purchase Intention* customer.

Based on test results *direct effect* In Table 5, it can be seen that the variables *Perceived Price Fairness* and *Purchase Intention* have value *T-Statistics* of 0.455 and a value of *P-Values* amounted to 0.650.

The test results *direct effect* also found that variables *Perceived Price Fairness* does not have a significant influence on *Purchase Intention* due to value *Sample Mean* which is only 0.026. These results are in line with studies conducted by (Wicaksana et al., 2021) and contrary to research (E. B. Setiawan et al., 2018). When *Perceived Price Fairness* low, so this is in line with the sacrifices given by K-Pop fans are also low. Product price *merchandise* which is in *online group buying* like *Group Order* cheaper than in stores. However, K-Pop fans have to wait a few days to months for the goods to arrive because *merchandise* usually shipped directly from South Korea. In the delivery process, it is also not uncommon for the occurrence of defects in goods on the way. Meanwhile, if K-Pop fans immediately buy *merchandise* to the store, the price offered will be slightly more expensive and the goods can be taken home directly. Therefore, an overview of the fairness of the price (*Perceived Price Fairness*) which is far between *Group Order* and this store makes K-Pop fans often discourage buying.

Table 5 shows variables *Purchase Intention* and variables *Actual Purchase Behavior* have a value *T-Statistics* of 12,154 and a value of *P-Values* amounted to 0.000. The table also shows variables *Purchase Intention* has a significant positive influence on *Actual Purchase Behavior* due to value *Sample Mean* amounting to 0.000. These results are in line with research (Indiani & Fahik, 2020), (Khofanda & Belgiawan, 2018), (Tsai et al., 2019) which explains that the greater the intention of consumers to buy something, the more likely they are to buy a particular product. Consumers who have the intention to buy a particular product are more likely to buy the product compared to consumers who do not show the intention to buy it (Ajzen, 2020).

Table 5 shows that K-Pop against *Actual Purchase Behavior* mediated by

variables *Purchase Intention* have significant results with value *P-Values* of 0.014 and *Sample Mean* amounted to 0.099. These results indicate that *Purchase Intention* is proven to mediate K-Pop variables and *Actual Purchase Behavior*. This exposure also proves that K-Pop is one of the supporting factors for K-Pop fans in Batam City to have purchase intentions to actual purchase behavior on *merchandise* of *Group Order*.

Based on table 5, influence *Impulsive Buying* towards *Actual Purchase Behavior* mediated by *Purchase Intention* shows significant results with value *P-Values* of 0.000 and value *Sample Mean* amounted to 0.170. These results mean that *Purchase Intention* As moderation has been shown to successfully mediate variables *Impulsive Buying* and *Actual Purchase Behavior*. In the table it is also seen that the value of *Sample Mean* on indirect influence *Impulsive Buying* -> *Purchase Intention* -> *Actual Purchase Behavior* has the largest number compared to other variables. This means role *Purchase Intention* As mediation; it has the strongest indirect influence. In addition, test results *indirect effect* This also proves that *Impulsive Buying* is also a contributing factor to K-Pop fans' purchase intent and actual buying behavior in *Group Order*.

Test results *indirect effect* indicates that *Perceived Trust* towards *Actual Purchase* mediated by *Purchase Intention* shows insignificant results due to value *P-Values* of 0.488 and a value of *Sample Mean* amounted to 0.028. These results prove that *Purchase Intention* has been proven unable to mediate *Perceived Trust* and *Actual Purchase Behavior*. From this, it can also be concluded that *Perceived Trust* is not a benchmark for K-Pop fans to have purchase intent or actual buying behavior on *Group Order*.

At table 5 *indirect effect* test results, *Customer Perceived Value* towards *Actual Purchase Behavior* mediated by *Purchase Intention* indicates a significant caption

supplemented by a value *P-Values* of 0.000 and Sample Mean value amounted to 0.147. Test results *indirect effect* This proves that *Purchase Intention* as a mediating variable proven to mediate *Customer Perceived Value* and *Actual Purchase Behavior*. It can be concluded that if K-Pop fans have a perception or *Customer Perceived Value* its good at a *Group Order*, this will encourage *Purchase Intention* and *Actual Purchase Behavior*.

Based on table 5, *Perceived Price Fairness* towards *Actual Purchase Behavior* mediated by *Purchase Intention* shows insignificant results with values *P-Values* of 0.653 and a value of *Sample Mean* amounting to 0.017. From the test results *indirect effect*, it is known that *Purchase Intention* as a mediation variable proved to fail to mediate *Perceived Price Fairness* and *Actual Purchase Behavior*. So, it can be concluded that *Perceived Price Fairness* does not become a benchmark for K-Pop fans to have actual purchase intent and buying behavior on *Group Order*

CONCLUSIONS AND SUGGESTION

In the final stage of research conducted involving 240 respondents who are K-Pop fans in Batam City, researchers found relationships and influences between significant variables and some that are not significant so that not all hypotheses can be accepted. The results of this study found that K-Pop has a significant positive effect on *Purchase Intention*, *Impulsive Buying* has a significant positive effect on *Purchase Intention*, *Perceived Trust* does not have a significant positive effect on *Purchase Intention*, *Customer Perceived Value* has a significant positive effect on *Purchase Intention*, *Perceived Price Fairness* does not have a significant effect on *Purchase Intention*, *Purchase Intention* has a significant positive effect on *Actual Purchase Behavior*, *K-Pop* has a significant effect on *Actual Purchase Behavior* mediated by *Purchase*

Intention, *Impulsive Buying* has a significant effect on *Actual Purchase Behavior* mediated by *Purchase Intention*, *Perceived Trust* has no significant effect on *Actual Purchase Behavior* mediated by *Purchase Intention*, *Customer Perceived Value* has a significant effect on *Actual Purchase Behavior* mediated by *Purchase Intention*, and *Perceived Price Fairness* has no significant effect on *Actual Purchase Behavior* mediated by *Purchase Intention*.

With this research, it is hoped that further researchers can make research around *Korean Wave* by adding other variables such as *Perceived Image of Korea* (S. Kim et al., 2019), *Fear of Missing Out* (FOMO) (Mauludy et al., 2022), another aspect of *Korean Wave* like *K-Drama* (Anastasia, 2022) and *Entertainment Need* (Sitta Shafa Namira, 2022). In addition, further researchers can also make similar studies with a higher level for example for all of Indonesia or if possible, involve abroad. Further researchers are also expected to be able to make new research related to this type of *merchandise* what K-Pop fans buy most often. It would be interesting if this data graph not only covers K-Pop fans in Indonesia, but also abroad.

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