

A Dissertation on

**Hallyu Wave's (Korean wave) effect on Celebrity Endorsements**

Submitted in partial fulfillment of the requirement of  
BA Journalism and Mass Communication program of

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By

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## *Certificate*

*Awarded*  
*To*  
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*This is to certify that the dissertation titled “**Hallyu Wave’s (Korean wave) effect on  
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This is to certify that the dissertation titled,

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## **DECLARATION**

I hereby declare that the dissertation titled “**Hallyu Wave’s (Korean wave) effect on Celebrity Endorsements**” is an original work prepared and written by me, under the guidance of Prof. Varsha Narayanan, Journalism and Mass Communication program, Navrachana University in partial fulfillment of the requirements for the degree of Bachelor of Arts in Journalism and Mass Communication.

This thesis or any other part of it has not been submitted to any other University for the award of other degree or diploma.

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**ISHITA MISTRY**

I whole heartedly dedicate this work

To

My friends, family, my guide (Prof. Varsha) and K-Pop fans turned friends.

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## **Abstract**

From PSY to BTS (Bangtan Sonyeonda), almost everyone is aware about K-Pop which has catalyzed their curiosity for Korean Culture. Korean Culture has various aspects which interests people including Korean food, drama shows, entertainment shows, skincare and many other. This growing popularity can also be seen in advertisements online or on television. With global brands such as Samsung and Louis Vuitton announcing BTS as their brand ambassadors, their advertisements can be seen on almost every platform known to the fans and even others. For example, when Samsung announced they will be distributing free photo cards of BTS at local Samsung cafes in India and Samsung BTS was trending on Twitter with almost 80k Samsung tweets. This proves the appeal of the K-Pop idols that the brands around the world are trying to get a slice of it by using one of the best tools of marketing known as Celebrity Endorsements. This study is conducted to analyze the effect of Hallyu wave on Celebrity endorsements by conducting quantitative analysis. A survey was conducted of 77 subjects who are K-Pop fans and are actively aware of their favorite K-Pop idols' activities.

**Keywords: Celebrity Endorsements, Hallyu Wave, K-Pop**

## Chapter One

### Introduction

As the marketing industry evolves, the internet has become one of the main weapons to cover the market right now. One of the most common forms of marketing brands have been using for a long time is "Celebrity Endorsements". Advertisement using famous people or celebrities who enjoy a high level of recognition, trust, respect or awareness among people. These people promote a product by giving their names or pictures to promote a product or service (Economic Times, India Times). The dissertation will analyze the impact of the Hallyu (Korean Wave) on digital marketing around the world with the advent of popular culture and "celebrities".

#### 1.1 Celebrity Endorsements

This marketing phenomenon dates back 250 years when Josiah Wedgwood of Great Britain, the founder of the Wedgwood brand, used royal endorsements to demonstrate the company's worth by promoting its products with the Royal Association (Goyal Sandeep, 2018). Other brands also began proclaiming their brand's royal association for maximum recognition and value. But it wasn't until the late 19th century that brands began to realize the value, they had Famous people can add something to your brand, as Mark Twain made various recommendations for cigar brands and flour brands when he eventually became an ambassador for a whiskey brand. He later appeared in ads for fountain pens, shaving accessories, and a clothing brand. It goes without saying that the brands that Twain recruited as ambassadors came from being a successful writer, a man who shaves and drinks whiskey. This became an important factor for brands to understand how a celebrity can more realistically endorse their product.

But over time the endorsements have changed dramatically as the 1950s were about promoting the product in the film to each other while the film was being advertised in the product advertisement. Due to the explosion in social media, roles have changed as today's audiences prefer to trust. Some products when recommended or used by some of your favorite famous people.

Since marketing is an essential tool to cover every market for every product, it is now easy for marketers to reach any demographic with basic trending research. However, in celebrity endorsement, the general belief of advertisers is that celebrity marketing messages provide an answer. Marketers invest large sums in contracts with celebrity sponsors because they believe celebrities have a positive impact on the sales process of their brands or products (Wadhera and Chawla, 2017). When analyzing the impact of celebrities, marketers also consider the demographic data that is most accessible to the brand / product through the celebrity. Using this approach to marketing helps the brand gain more visibility through the support of celebrities and has been shown to boost the brand's image.

Advertisers often prefer celebrity support strategies because they believe that celebrity endorsers have tremendous stopping power, and that that stopping power can attract more audience attention and traverse crowded media environments (Belch & Belch, 2004).

## **1.2 Hallyu Wave**

The history of the Hallyu Wave, or widely known as the Korean Wave, dates back to the 1990s when Beijing journalists first coined the term "Hallyu Wave" while discussing the growing popularity of Korean culture and culture that is popular in China Discussed culture (Marketing, 2017). South Korea watched films and theater programs produced and performed in Korea in 1997 and decided to save itself from the financial crisis by setting out to strengthen its local culture in Korea. Shiri is considered to be the

first of many successful films that caught the attention of In other Asian countries, too, they watched other Korean drama shows that aired and took on major spots on Asian television.

This worldwide enthusiasm for Korean Wave was not limited to Korean dramas (K-Dramas), but from the mid-2000s to the early 2010s. The Korean Wave expanded its fan base to a global stage now commonly known as first generation K-pop idols who brought the Korean Wave to Latin America and the Middle East. Incorporate other aspects of Korean Culture more deeply including food, literature, language, skin care, and more (Korean Culture and Information Service (KOCIS, 2020)

### **1.3 Hallyu Wave and Celebrity Endorsements**

Since the advent of the Korean wave, known by the Chinese name "Hallyu Wave", the Korean wave has exploded in media around the world, creating a domino effect (Sue Jin Lee, 2011). The domestic market is made up of celebrities as it is a win-win cooperation with both parties gaining attention and popularity. Additionally, many researchers suggest that brands / products that celebrities use as sponsors tend to get cheaper hiring as well. And in an article by Ewha, the author clearly states that celebrity-recommended billboards can be found all over the street and even in brief commercial breaks between TV shows.

As Korean culture gains more attention worldwide, brands around the world are supporting Korean artists, including luxury brands in fashion, beauty, and more. In the given context, an idol is someone whose talents, achievements, status or physical appearance are particularly recognized and valued. by his fans (Raviv, Bar-tal, Raviv and Bae-Horn, 1996). It's not hard to notice the pull that idols bring, as there have been instances where unsupported products are out of stock when the idol is wearing them.

In addition to ticket sales, music downloads and merchandise, K-Pop stars make their fortune through sponsorship. Given their growing popularity around the world, there is a long waiting list of brands eager to find out. (Imogen) Watson, 2020). When the K-pop band BTS

(BANGTAN SONEYODAN) found their way into the international K-pop market, Samsung, one of the leading smartphone brands, made them their brand image and also one of their flagship BTS-themed smartphones brought on the market. Samsung. They also released products with another K-pop band, BlackPink, in 2019. Both bands are known in the industry for being known for their music, dance, images and personality.

## **Chapter Two**

### **Review of Literature**

This chapter of the study is dedicated to literature review for getting a deep insight from different literary sources such as scholarly journal articles and news articles to get the context of the topics for this study, that are, Hallyu wave (Korean Wave) and Celebrity Endorsements. Major important points of the dissertation are discussed under each heading understanding the topics and their correlation.

#### **2.1. Korea Wave (Hallyu) - The Rise of Korea's Cultural Economy & Pop Culture (Martin Roll, 2020).**

Understanding the growing popularity of the "Korean Wave (Hallyu)", Martin Roll explains how South Korea has set itself the goal of becoming the world's leading exporter of popular culture in order to develop its "soft power". In addition, the article explains how Hallyu was a boon to Korea in various sectors and began to boost Korean GDP. This growing popularity of Hallyu helped increase the country's potential for expansion into other markets. For example, leading Korean companies like Samsung and LG have started marketing more to the global market and now they are used and promoted by many K-pop idols influencing larger audiences around the world. Additionally, this article not only helps to understand the Hallyu wave and its impact, it also analyzes the strategies the country is using to focus on reaching out to global audiences rather than going away.

**2.2. Korean Pop takes off! Social Media strategy of Korean entertainment industry (Sehwan Oh, 2013).**

In this paper, Sehwan Oh tracks back the beginning of K-pop entertainment industries' usage of social media and how they started reaching more fans by using various social media platform. Understanding the types of platforms that they started using to promote artists, it gives this paper the perspective to understand which platforms could be analyzed for the brand endorsements that the idols do now.

**2.3. K-Pop's Global Success Didn't happen by Accident (Won-Yong Oh and Mooweon Rhee, 2016).**

In this interesting article, the authors explained how different the music industry is from the K-pop industry, in which success did not come about overnight or by accident. It's important to understand how K-pop companies ignored the traditional business model of talent selection through scouting, or audition, but instead of looking for very young kids (nine or ten) and preparing them to be the stars of the next generation without promising future careers. But once talent goes through this type of training, they enter the market. The target audience is a wider and more global audience. K-pop companies form groups with members of different origins, races, and countries so that they can offer localized offers to audiences. The same companies then constantly interact with fans on social networks and then focus on marketing online. Understand the level of demand. To understand this, it's easy to analyze the pattern of companies to reach audiences that brands can reach through brand endorsements. ("K-Pop's global success didn't happen by chance", 2016)



**2.4. International Business Strategy in Selling Korean Pop Music (Annisa Pratamasari, 2017).**

In this paper, Annisa breaks down the success of selling of K-Pop music albums worldwide with the help of social media by analyzing one of the entertainment companies of the industry, SM Entertainment. Further on she analyzed how the Korean Wave, played a major part in not only helping albums sale but also helping other business sections such as wholesale-retail, restaurant, information service, clothes, ornaments, etc.

**2.5. Celebrity Endorsement Influence on Brand Credibility: A Critical Review of Previous Studies (Okorie Nelson, 2017).**

Nelson & Deborah (2017) explored celebrity endorsements and the influence these endorsements have on Brand Credibility which makes 'Celebrity endorsements', a potent advertising strategy. Breaking down the effect of advertising campaigns have on the audience which includes celebrity and understanding how this strategy evokes more interest in the eyes of the customers compared to non-celebrity featured advertisements. Further on, the authors explore the dimensions of Celebrity Endorsement which gives this paper a better view on the topic to analyze the effect of Celebrity Endorsements done by K-Pop Idols.

**2.6. The Impact of Celebrity Endorsement on Brand Personality: An Empirical Study on Unilever's Lux on Being Beauty Bar of Film stars (Raj Bhani, 2014).**

Raj (2014) has delved into the impact of celebrity personality on brand personality with the example of Lux brand which has positioned itself in audience's life as a beauty bar of stars. By breaking down his research in different data collection analysis, Raj explores the industry and Lux company along with its marketing strategies which left a positive impact on audience and

positioning the product in audience's mind that when Beauty and soap comes to anyone's mind, its LUX bar used by celebrities.

### **2.7. Globalization, Hybridization and Cultural Invasion (Athikho Kaisii, 2017)**

The invasion in the form of Korean movies, drama, style, and fashion. Koreans have followed suit in developing their cultural industries, and Korea's undulating cultural invasion is on the rise. The growth of Korean wave, Jang, G. & Paik, W explained Korean Wave as a tool to bring the country's economy to reflect the South Korean cultural industries in terms of music, movies, drama, TV shows, games and food. From the transcribed data, four main themes were identified: media exposure to the Korean wave; Perceptions on the Korean wave; Influences of the Korean wave; and strategies for adopting the Korean wave with Islamic rules. The purpose of this study is to identify the factors that promote or hinder cultural hybridization between the Korean wave and Muslim culture by examining the similarities and differences in social media data on Korean cultural products. Indonesia and Malaysia with semantic network analysis. Finally, an interpretive conclusion was drawn and recommendations on the plausibility of the Korean wave as a policy tool for Korean cultural diplomacy were made in his article, which bridges the gap between the current study on the effectiveness of the Hallyu wave. The effect is that brands all over the world are getting involved.

### **2.8. How K-pop and Korean drama had their biggest breakthrough in India amid the pandemic (Bhatt Shephali, 2020).**

Along with various US cultural exports such as K splendor and Korean food, they are part of the Korean culture wave known as Hallyu. Language study platform Duolingo only noticed an 11% boom in Korean beginners in India between October 2019 and February 2020. One hundred thousand customers from India are learning Korean on the platform itself. Indian veterans who

look like Korean dramas can't forget commercials from unrivaled overseas manufacturers to see. Even if they forcibly wear their favorite Korean name on Rakuten Viki, a streaming platform mostly based on Korean dramas in the United States. In MX Player, "variations of K-dramas with Hindi dubbing are aimed at a target market for a film in the English Channel," says Karan Bedi, CEO of Streaming Platforms, with the intention of establishing an attitude towards the scope and volume of Korean content shown India. Since the study is being conducted in India, Bhatt Shefali's study gives an idea of how the Korean wave reached India. Masses too.

### **2.9. Proliferation of Hallyu wave and Korean popular culture across the world: A systematic literature review from 2000-2019**

Jin gradually categorized Hallyu as Hallyu 1.0, which ran from the nineteen nineties to 2007, and Hallyu 2.0 based on the 2007 segment to the present. Hallyu can be broken down into 4 parts: Hallyu 1.0 with the help of K-dramas, Hallyu 2.0 with the help of K-pop music, Hallyu3.0 introduced using K-Way of Life and finally Hallyu 4.0 introduced using K-Style. With the Hallyu Studios neighbourhood being remarkably new, the Hallyu phenomenon is changing shape as its emergence in the 1990s sparked the development of Hallyu's newer dimensions. 12% of the articles have topics related to linking government support to Hallyu; 9% of the articles have topics related to Hallyu as a picture education tool for South Korea. 4% of the articles have topics related to Hallyu online group and area production; and 2% of the articles dealt with topics dealing with terrible feelings and growing outrage towards Hallyu. Because Hallyu studies are multidisciplinary, in reviewing the Hallyu phenomenon that led to it, some field-specific theories have been implemented, most of the articles turn to other alternatives while the reception of the target market on widespread theoretical inheritance for the maximum number of studies becomes.

**2.10. Cross-National Study on the Perception of the Korean Wave and Cultural Hybridity in Indonesia and Malaysia Using Discourse on Social Media**

Korean Dramas, Films, and Variety Shows Korean Dramas, Films, and Variety Shows  
Exciting scenes in Korean dramas and films; Exciting scenes in Korean films and dramas; Interest in Korean food in Korean dramas, films, and variety shows. Conflicting opinions on the reception of the Korean Wave the Korean Wave will undermine the Malaysian culture that has to be inherited by the youth; The Korean Wave will bring economic benefits because it will attract tourists from neighbouring countries. The Korean wave will bring economic benefits as it attracts tourists from neighbouring countries. Wave Sustainability 2020, 12, 6072 14 of 33 Inappropriate Fashion Styles by Korean Artists; Concerned about the potentially negative impact of Korean artists on Malaysians; with words like "fan" and "anti" - words that not only exemplify devotion to K-pop stars, but Korean artists are too feminine. The Malay culture, which was also inherited from men, mentioned to the Koreans the beautiful appearance and hairstyle as a youth; beautiful, hair was soft ("The Economic wants to benefits look like because a Korean idol, he should try from the and The Korean Wave will and bring will so attract tourist's natural hairstyle neighbouring that is popular in Korea").

**2.11. Hallyu in India: A Study of the Reception of Korean Culture, India Today**

Spreading Korean Language, Literature and Culture in India 3 Korean Studies Studies in India began at Jawaharlal Nehru University in 1976 when it won Professor Suh Kyung Soo of Dongguk University in Seoul and a full-time diploma course in Korean language was established. In 1995, Jawaharlal MOHAN Hallyu opened in India: A Study of the Reception of Korean Culture in India Nehru University opened a three-year bachelor's program in Korea. In the following years it was further systematized and carried out a master's degree, a master's degree PhD programs in Korean language and literature have been added. Recently, Vungsunlal Kullai

wrote a PhD thesis for MPhil entitled "Comparative Analysis of Manipuria and Korea Fall Markers". In January 2010, President Lee Myung-bak visited India as a guest of honours at the Republic Day celebration. The Academy of Korean Studies, Korea's leading research and education institution in Korean Studies, signed a Memorandum of Understanding with JNU and designated it as the Centre for Korean Studies in Korea. The region. Nalanda University in Rajgir is a post graduate University designated by the government as a "University of National Importance". It offers three Korean language courses and two courses on Korean history and culture called "Premodern Korea" and "Modern Korea." 4 (1) 2017 and enables students to understand the importance of Korean cultural heritage and its impact on the East Asia region.

### **2.12. Korean Media Consumption in Manipur: A catalyst of Acceleration to Korean Culture (Marchang Reimeingam, 2021)**

Korean media consumption among young people in Manipur has been a catalyst for the adoption of Korean culture, a mix of Western and Korean cultures, over the past decade. The aim is to study the way young people in Manipur consume Korean media, which act as a catalyst and stimulant for acculturation in Korean culture, particularly in South Korea. Popular Korean Culture Before researching Korean media consumption in Manipur, it is important to trace the origins of Korean popular culture, commonly known as Korean Wave. Through state funding of Korean cultural products for foreigners who are not directly related to the Korean diaspora. Despite the differences in their physical characteristics, particularly in relation to skin, between Koreans, as shown in the media, and the people of Manipur, the young generation is switching to the Korean style, although this is very artificial and not really the original Korean culture seems to be.

**2.13. Research on the Identity Construction of Korean Pop Music's Fandom Groups on the Weibo Platform, Exemplified by G-Dragon (Kwon Ji-Yong) (Yifan Chang, 2014)**

In addition to the appreciation between fans and fans, the appreciation of the fan group can also help fans complete their self-image and their assessment of "others". When we combine these steps with the hands-on online activities of G-Dragons fans, we can find that fans understand and feel the connotative meaning of the main characters' words or emotions through empathy and then through some text. Original fonts that express these feelings and devaluation of content and connotations as well as experience and evaluation are the subject of the emotion projection of G-Dragon fans. Cosplaying the "career" of fans In his interview, he states that most of the G-Dragons fans are high school or college students, but there are still some fans who have stable jobs as managers, sales representatives and even finances have analysts. Since my subject of research is fan in the fan group, as Matthew Hills introduces in his book Fan Cultures, any so-called "fan culture" can be viewed not only as a community but also as a social hierarchy to share a common interest in activities.

**2.14. K-Pop in Korea: How the Pop Music Industry Is Changing a Post-Development Society (Ingyu Oh and Hyo-Jung Lee, 2014)**

The research paper includes research on how the Korean pop music industry has brought social changes to the social perception of the pop music industry, the government support the industry is receiving through new guidelines regarding the industry, and television stations that are actively promoting the industry through recruitment new K-pop. These factors have influenced the aspirations of young people in Korea to become the next K-pop idols, as K-pop companies start recruiting talent at a young age and training them until they're ready to be idols to become. This has also attracted a lot of international attention as many young people from all over

the world are also moving to South Korea to become K-pop idols. The authors analyzed social change by analyzing history through qualitative analysis and conducting surveys to understand how K-pop is perceived by the current generation and older generations. This forms the bridge for ongoing studies to consider the social factors that brought K-pop to South Korea and how it is valued internationally.

### **2.15. How “Smart” Are K-Pop Fans: Can the Study of Emotional Intelligence of K-Pop Fans Increase Marketing Potential? (Elizabeth Bland, 2019)**

Emotional intelligence includes the flexibility to recognize your emotions as they occur and to regulate them accordingly, as well as the ability to derive information about the emotions of those around you. K-pop can be a style that has benefited from economic processes and business forms that involve social media such as YouTube. Teenagers are the top demographics of K-pop marketing, matching the tendency of teenagers to worship celebrities earned to take advantage of marketing opportunities. Celebrity cult has been shown to have a negative correlation with emotional intelligence. However, the level of emotional intelligence of the celebrity cult of K-pop fans and how they score with emotional intelligence in general has not been studied. The level of emotional intelligence of potential K-pop idols was also not examined to determine if they could handle the pressure from. This article attempts to outline the framework to show that studies should be conducted to determine whether advertising techniques can reveal whether there is a focus on levels of the emotional intelligence of fans and idols forms of business that could result in higher profits for K-pop music companies.

### **2.16. Student's Perception towards the use of Korean Celebrity Endorsement in Television Advertisement (Nur Widad Roslan, Hazlin Abdul Halim and Mohd Azidan Abdul Jabbar, 2018).**

In a study conducted to understand the students' perception towards the use of Korean Celebrity Endorsement in Television advertisement, the researcher analyzed if the advertisements did by Korean Celebrities influenced them or what kind of impact it had in Malaysia. The researchers conducted interviews of 24 subjects with 20 questions which focused on their view point towards the advertisements and their study revealed that majority of Korean students from Malaysia were aware and influenced when they watched the advertisement of moisturizer types that involved Korean Celebrity Endorsements and moreover, the moisturizer advertisements had the highest awareness among the types of advertisements as the subjects felt that watching the celebrity endorsing flaunts their flawless skin and made it look like it was the right one. One point that the authors stretched was even though celebrity endorsements strategy is one of the highest used marketing tools, it is important for any brand to their basic market research to understand if the celebrity they have chosen fits with the brand image and can appeal to the demographic the brand wants. Moreover, brands of countries around the worlds have started involving Korean Celebrities which can be understood through this study.

### **2.17 Purchasing Behavior of K-Pop Idol Goods Consumers in Korea (Kim et al., 2018)**

In the study, the authors inspect the purchasing behavior of K-Pop idol goods consumers by conducting a survey where they investigate three purchase groups based on the idol goods' attributes they considered while shopping and their yearly total expense for purchasing the goods. The structure of the study can be considered straightforward while accounting important details where the author goes in-depth with the variables of the paper while building the gap between their study and previous studies. For understanding the impact of K-Pop on brand endorsements, this study rationalizes the factors that fans/consumers keep in mind while buying or while thinking about buying the product based on their favorite celebrities which in this context are K-



Pop idols. Moreover, this study also sheds the light on how individuals/fans engage with the fandom culture to stay up-to-date and think of buying idol goods as supporting their favorite idols which also becomes an important factor for brands to consider while choosing the kind of celebrity, they want to represent their brand.

## **Chapter Three**

### **Methodology**

This chapter of the dissertation includes the research methodology that the author has opted for. Furthermore, the author will focus on the research strategy, the research approach, the methods of data collection, the sample selection, the research process and the type of data analysis along with the research limitations of the project.

#### **3.1 Data Collection Method and Approach**

For the dissertation, the researcher has opted for a Quantitative method of analysis for collecting data from primary sources. The primary source of data would through questionnaire focusing on the knowledge, influence, and awareness that the chosen demographic has on the topic at hand. The questionnaire would include both open-ended and closed-ended questions.

#### **3.2 Significance**

As Popular Culture and Media goes hand in hand, different cultures reach masses around the world which becomes easy for marketers to reach the mass if they can track down who can reach them, through whom any brand can reach their target audience. Understanding this in the study context to analyze the endorsements done by K-Pop Idols, it becomes pivotal to understand that brands across the globe are also trying to use the same strategy.

### **3.3 Objectives**

- 3.3.1** To track down the involvement of K-Pop idols in brand endorsements by Global brands from different industries.
- 3.3.2** To assess the behavior and knowledge of the K-Pop fans (respondents) about the on-going endorsements that are done by the K-Pop idols.
- 3.3.3** To analyze the impact of K-Pop idol endorsements on their fans who actively follow them.

### **3.4 Hypothesis**

- 3.4.1** The diverse demographic of K-Pop fans can become an important factor for brands to consider for celebrity endorsements.
- 3.4.2** Most of the audience recognize advertisements of brand endorsements of K-Pop idols through the social media.
- 3.4.3** The popularity of K-Pop idol plays an important factor as their accidental mention of any product can sell out the products.
- 3.4.4** Brand Endorsements which have involved BTS (Bangtan Sonyeondan) are recognized the most.

### **3.5 Sampling**

Using the random convenient sampling technique, the sample of respondents are the people who are 15 or older, aware about Korean Culture engaging in several online fan groups on social media platforms such as Instagram, Facebook and Twitter.

### **3.6 Questionnaire and Measurement Method**

All measurement items were adopted from previous studies and reworded for this study context. The Primary Data was collected through a questionnaire of 33 questions which was shared to the chosen sample via sharable link on different groups of K-Pop fans interaction on social media.

The questionnaire was divided into two sections: the first describes the demographic profile of the respondents, and the second section relates to the respondent's knowledge, understanding and awareness of K-pop, its brand promotion and influence. These studies are:

**Demographics:** To define the subject, questions on demographics such as age, educational level, gender, and nationality were asked.

**Background Knowledge:** Questions regarding their knowledge and the source of their knowledge along with their interest in Korean culture excluding K-Pop were asked.

**Brand Recognition:** To test their knowledge on the activities and K-Pop idols, the respondents were asked questions regarding the source of advertisements (brand endorsements done by K-Pop idols), and their view on the endorsements.

**Chapter Four**

**Analysis**

After identifying the sample of respondents, the researcher, then, sought references from them, and distributed the questionnaire via a sharable link primarily through WhatsApp, Instagram and Facebook in groups and to contacts that are aware of Korean Culture, especially, K-Pop bands and artists. The questionnaire was distributed amongst several group chats, out of which 77 responses were recorded which also determines the final sample size of the research.

**4.1 Quantitative Analysis**

**4.1.1 Demographic Profile**

The demographic profile has been accounted in four sections (Table 1, Table 2, Table 3 and Table 4) considering the gender, age, educational level and their nationality/the country the respondents live in. This determines who the sample respondents are who are K-Pop fans and engages with other fans from around the world.

*Table 1 Demographic profile: Gender*

<b>Gender</b>		
Female	Male	LGBTQI+
70	4	3

The above table (table 1) describes the gender of respondents where, 70 respondents who are more than 80% of the respondents are female but it is not just limited to them as 3 respondents are from LGBTQI+. The fandom culture extends to more than one gender which proves how it is gaining more popularity around all spectrums.

***Table 2 Demographic profile: Age of the respondents***

<b>Age</b>			
15-20	21-25	26-35	Above 35
41	32	3	1

Since youth are the most active group who gets influenced by trendy popular culture, the K-Pop music industry intentionally utilize the dynamic participation of the youth internet users. It is evident by the table two of demographic profile describing age of the respondents that majority of the respondents are 15-20 years old (41 respondents) whereas there are more than 30 respondents who are in their early 20s and 3 respondents who are in their late 20s.

***Table 3 Demographic profile: Educational Level***

<b>Education Level</b>		
Matric (10 <sup>th</sup> pass)	Intermediate (12 <sup>th</sup> pass)	Undergraduate/ Postgraduate
7	15	52

Considering the age of majority of respondents, it is evident that most of them are doing their Graduation/Post Graduation Studies and some of them are still doing their school studies. The younger generation typically explores different cultures or come across them in their teens and early twenties which are around the time they are in school or doing graduate/postgraduate studies.

*Table 4 Demographic profile: Nationality*

Nationality	India (51)		USA (7)	
	Canada (1)	Indonesia (1)	Philippines (4)	Malaysia (2)
	Nepal (1)	Dutch (1)	Bangladesh (1)	Denmark (1)
	Greece (1)	Belgian (2)	Sweden (1)	France (1)

The last section (table 4) of the Demographic profile of the respondents is their nationality/the country they currently reside in. As the dissertation is conducted from India, majority of the respondents are also from India but as the questionnaire was shared via a sharable link on various social media platforms, the researcher has received responses from many different countries which accounts for at least 20-25% of respondents. The responses from respondents of foreign nationality includes respondents from, Asian countries such as Nepal, Indonesia, Philippines, Malaysia, Bangladesh and others from Canada, Dutch, Denmark, Greece, Sweden, and France which gives the study a diverse response for to analyze their knowledge of celebrity endorsements of K-Pop idols and preference towards Korean culture.

#### **4.1.2 K-Pop being one of the most interested area amongst fans.**

K-Pop is a part of the Hallyu Wave (Korean wave) which has gained recognition and have piqued interest amongst the fans as in the survey for the question “What part of Korean Culture interests you?”, the highest response was recorded for ‘Entertainment and Music (K-Pop)’ (refer to chart 4.1.2(a)). As music and films are the few of the primary sources which reached people around the world before Korean Culture, many people learn about other aspects of Korean Culture after getting actively following K-Pop idols/groups through various channels including Social Media, fan meets or fan clubs (*The Korean Wave*, 2013).

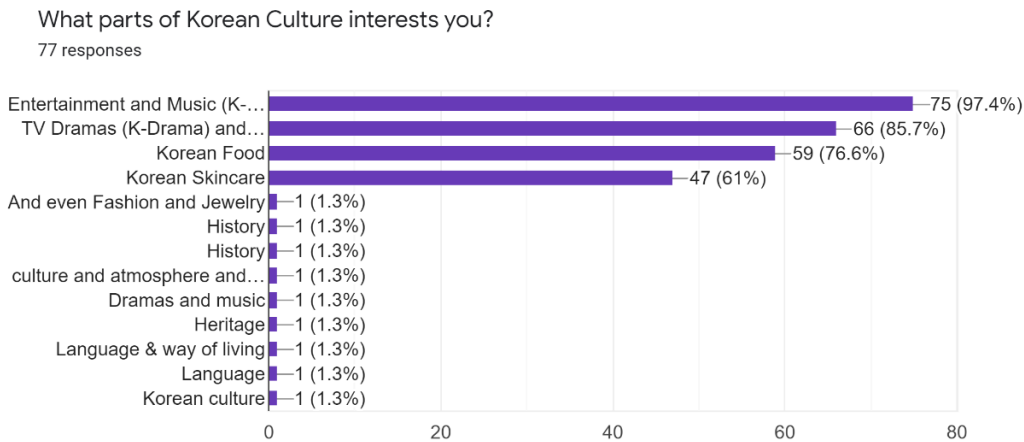


Chart 1

But considering the current situation where anyone can find anything through internet and particularly social media, many respondents learned about Korean Culture through Social media as from the survey, the option of social media recorded 64.9% of responses (refer to chart 4.1.2(b)).

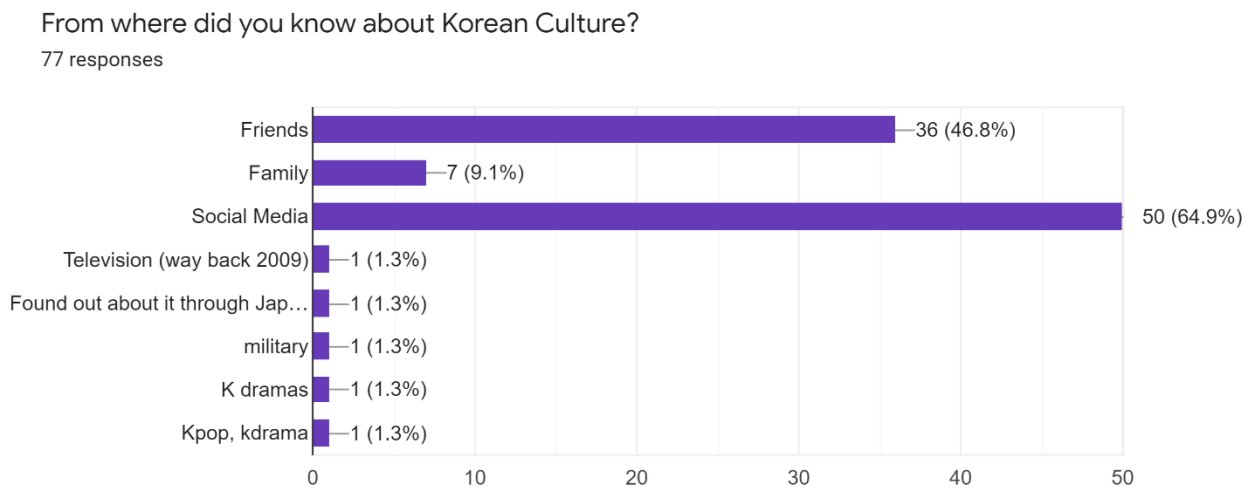


Chart 2

With Hallyu wave breaking global markets and blessing Korea with its business, culture and country image, the Korean Pop music industry has flourished as with the success of First-Generation K-Pop bands and their influence over fans; the number of K-Pop groups have



skyrocketed to almost 115 active groups who constantly maintain their online presence and interact regularly with their fans (*Korean Wave (Hallyu) - Rise of Korea’s Cultural Economy & Pop Culture*, 2020). Korean wave has not only proliferated the globe in last fifteen years but have also contributed the most to the South Korean economic system with almost USD 9.5 billion in 2018 according to Korea Foundation for International Cultural Exchange (*The Impact of K-Pop on the South Korean Economy*, 2021).

**4.1.3 Popular K-Pop Groups and their brand endorsements**

In the survey, amongst 77 responses of question, “What K-Pop groups are you aware about?”, 68 responses which is almost 88% of the respondents listed more than three groups and the most common groups that almost all the respondents mentioned were BTS, BlackPink, EXO, RedVelvet and GOT7. Some of the respondents who got interested into K-Pop before 2018 have also mentioned Super Junior, SNSD (Girl’s Generation) and SHINee who have been popular before 2015.

As the K-Pop groups and idols are constantly engaging with their fans through social media and creating content on various platforms, majority of the respondents come across ads with K-Pop idol endorsements on YouTube (refer to *chart 3*).

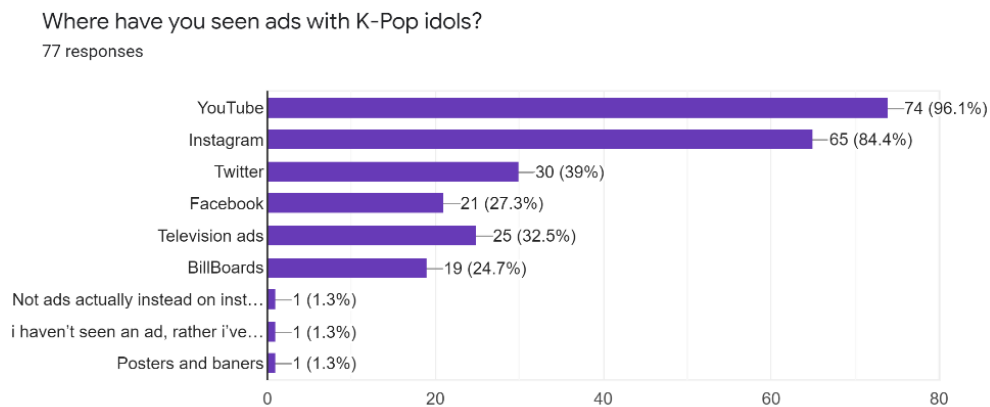


Chart 3

Moreover, out of 77 respondents' answer to "If you remember, what ads have you seen?", the common answer from most of the respondents were:

- Samsung x BTS
- Hyundai x BTS
- Sprite x BlackPink
- Kia Motors x BlackPink
- EXO members in GUCCI, Calvin Klein, Burberry, Prada
- CLIO x Stray Kids
- Nature Republican x EXO (and NCT)
- Pepsi x Twice
- Ray Ban x Jackson Wang
- Calvin Klein x Lay (EXO)
- Coca cola x BTS
- Fila x BTS

Another question was included with some of the latest ads of brands with K-Pop idols endorsements, to which the respondents had to choose the ads they had seen. The ads that were included for the question are: GUCCI (EXO's Kai), Chanel (BIGBANG's G-Dragon and BlackPink's Jennie), Cartier (Jackson Wang), Clinique (RedVelvet's Irene), Samsung (BTS and BlackPink) and Hyundai (BTS). The most recognized ads were Samsung (BTS and BlackPink) and Hyundai (BTS) with 88.3% and 74% of response respectively.

Would you consider buying the product endorsed by K-Pop idols?

77 responses

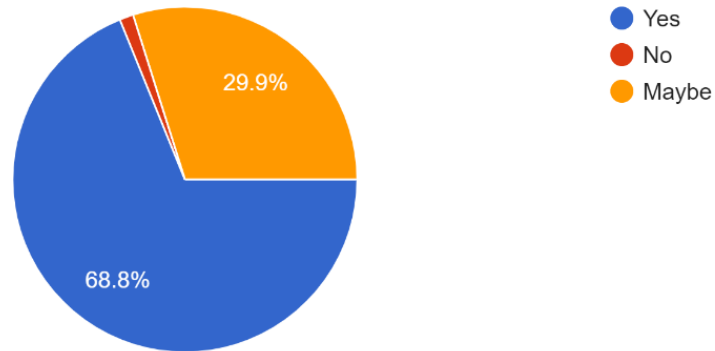


Chart 4

Celebrity Endorsements with K-Pop idols does not always successfully sell out the product, but the respondents highly believed that it could as 85.7% of the respondents voted ‘Yes’ when asked “Do you think the ads with K-Pop Idols in them can sell out the product?” (Refer to *chart 4*). They also agreed that they would consider buying the products which are endorsed by K-Pop Idols as 68.8% voted yes whereas 29.9% voted maybe (refer to *chart 5*).

Do you think the ads with K-Pop Idols in them can sell out the product?

77 responses

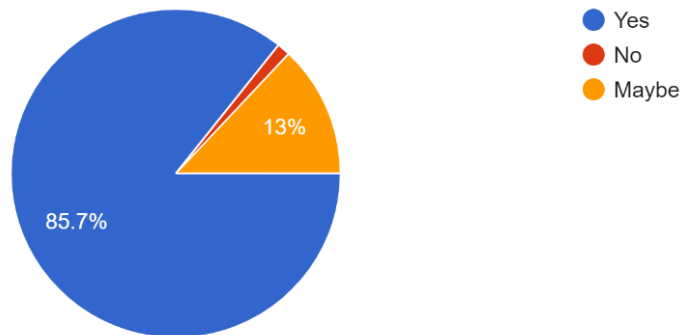


Chart 5

## **Chapter Five**

### **Conclusion**

This chapter will include the major findings and conclusion that the researcher identified from the quantitative analysis conducted for study.

#### **5.1 Findings**

**5.1.1** From the survey conducted, the responses came from people from various background regardless of the study being conducted in India. Out of 77 responses, 26 responses came from people from Asia, Europe and America which proves that fans of K-Pop or Hallyu wave loves the culture without language becoming a barrier. And as Hallyu wave reached nations around the world, brands who get involved with them can also benefit from them by expanding their reach through them.

**5.1.2** As new technology advancements have come even after the traditional advertisements with celebrity to digital ads across social media platforms, television commercials, teaser ads before product launch; Social media has become the most common platform for marketers and brands to reach any target audience to expand their market with the involvement of K-Pop idols. From the survey, when K-Pop fans were asked which were the usual mediums they say the ads, the option with highest response was YouTube gaining 96% votes through polls. It is easier for a viewer to come across any of these ads as YouTube constantly refreshes and suggests videos of most trending topics. So, if the brand opts to do the campaign on social media,

YouTube comes first, and Instagram comes close as it also shares the suggestions through the explore page more often giving the opportunity to reach anyone.

**5.1.3** As easier it is to understand the appeal of K-Pop idols for their fans, there are occasions where the K-Pop idols have mistakenly mentioned some products that they use on day-to-day basis or love using it personally and the fans without missing the products have sold out the products. For example, Downy Liquid Fabric Conditioner sold out two-month supply in one day after BTS member Jungkook revealed on BTS' fan café while answering a fan's question and this was not the first time Jungkook was the reason to sell out any product as from November 2015 Bangtan Bomb, he was joking around while applying Nivea Lip Balm as if he was advertising and the fans were quick to track down the product as it trended on Twitter in Korea shortly after the video came and the product was sold out (Kam, 2019).

Other than BTS, K-Pop idols, Bae Suzy and Kang Daniel whose lips caught attention of many fans sold of the lip products they used. A lipstick by MAC in the shade, Chilli, was used for a magazine cover shoot when Bae Suzy was the cover model which caught the female attention and in Kang Daniel's case, fans got curious about the lip product used by him during the season 2 of Mnet "Produce 101" which the fans later on found out was a lip tint by Cathy Cat (*Kpopmap - Kpop, Kdrama and Trend Stories Coverage*, 2020).

This proves how their influence without their direct involvement can help out the brands which if properly used can bring more benefits to the brand.

**5.1.4** The more popular the K-Pop group is, the more popularity and recognition it can get to the brand. From the survey conducted, BTS was notably the most common group known

among people and the respondents were also more aware about the brand endorsements done by them than others. From the response of a question directed to respondents to mention any advertisements they might have seen or known about recorded several responses but out of the common 12 brand endorsements, four of them were of BTS which is a majority as no other K-Pop idols or groups with more than two were mentioned.

Samsung is a South Korean electronics giant who joined hands with K-Pop boyband BTS in 2018 which was unusual for the brand as they were hardly seen using celebrities to promote the products by trying to keep their promotion technical. In 2020, when Samsung launched BTS editions of their latest flagship smartphones and wireless earphones, the Samsung Galaxy S20+ and Galaxy Buds+, both the products went out of stock in just an hour as soon as they went up for pre-order (Herald, 2020).

Another recent BTS collaboration is Louis Vuitton, a French fashion house and luxury brand company who announced BTS as their latest global ambassadors with Virgil Abloh, men's artistic director of Louis Vuitton saying, "I am looking forward to this wonderful partnership which adds a modern chapter to the House, merging luxury and contemporary cultures". The list goes on about BTS's partnership with various brands bringing their popularity and positive messages resonating with audience worldwide.

## **5.2 Research Recommendation**

The research scope to understand the effect of Hallyu wave on celebrity marketing is much more than just analyzing through K-Pop endorsements as Hallyu wave captivates various factors of Korean Culture which can each be analyzed keeping in mind how much it can evolve in future as marketing is an evolving field with no specific method.

**5.3 Conclusion**

Thus, the research concludes that popular culture has remarkable impact on marketing which in this study was analyzed by understanding the effect of Hallyu Wave on Celebrity endorsements. The K-Pop music industry is adapting and involving the latest technology and marketing strategies to expand their market to reach audiences from every corner of the globe which benefits their country who embarks on strengthening their soft power. This gives brands around the world to get involved in order to bring more brand awareness, brand engagement and brand recall reaching global audience through K-Pop idols/groups.

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## Appendix A: Sample Questionnaire

### Section 1: Demographic

1. Name
2. Your E-mail ID
3. Gender (multiple choice question)
  - Male
  - Female
  - LGBTQI+
4. Age (in years) (multiple choice question)
  - 15-20
  - 21-25
  - 26-35
  - Above 35
5. Educational Level (multiple choice question)
  - Matric (10<sup>th</sup> pass)
  - Intermediate (12<sup>th</sup> pass)
  - Undergraduate/ Post Graduate
  - Other: \_\_\_\_\_
6. Nationality/Country you are currently living in.

### Section 2: Korean Culture (K-Pop)

Answer the following questions keeping in mind about your knowledge and interest in Korean Culture, K-Pop, top brands where you see your favorite idols in and how do you feel about it.

1. From where did you know about Korean Culture? (checkboxes for multiple selection)
  - Family
  - Friends
  - Social Media
  - Other: \_\_\_\_\_
2. Since when are you into Korean Culture?
3. What parts of Korean Culture interests you? (checkboxes for multiple selection)
  - Entertainment and Music (K-Pop)
  - TV Dramas (K-Drama) and Movie
  - Korean Food
  - Korean Skincare
  - Other: \_\_\_\_\_
4. What K-Pop groups are you aware about?
5. Have you seen any advertisements which include K-Pop idols?
6. Where have you seen advertisements with K-Pop idols? (checkboxes for multiple selection)
  - YouTube
  - Instagram
  - Twitter
  - Facebook
  - Television Ads
  - Billboards
  - Other: \_\_\_\_\_

7. If you remember, what advertisements have you seen? (Please list at least three advertisements with \*name of the brand\* and \*K-Pop idol in it\*)
8. Which are the latest advertisements you have seen K-Pop idols endorse? (Checkboxes for multiple selection)
- Gucci (EXO's Kai)
  - Chanel (BIGBANG's G-Dragon and BlackPink's Jennie)
  - Cartier (GOT7's Jackson Wang)
  - Clinique (RedVelvet's Irene)
  - Samsung (BTS and BlackPink)
  - Hyundai (BTS)
  - Other: \_\_\_\_\_
9. Do you think the advertisements with K-Pop idols in them can sell out the product? (Multiple choice question)
- Yes
  - No
  - Maybe
10. Have you bought any products which are endorsed by K-Pop idols? (Multiple choice question)
- Yes
  - No
  - Maybe
11. Would you consider buying the product endorsed by K-Pop idols? (Multiple choice question)

- Yes
- No
- Maybe

12. Have people around you bought products endorsed by K-Pop idols? (Multiple choice question)

- Yes
- No
- Maybe

13. Have you heard about products sold out after it being promoted by K-Pop idols? If yes, please mention at least one example.