

Mediating role of Consumer Engagement in Relationship between Exposure of Web-Based Korean Content and Purchase Decision towards Brand Selection

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Abstract

This research unfolds the elements determining the brand selection of the female youth of Pakistan by using the quantitative survey technique. For that reason, sample (N=200) of Korean web-based content viewers have been administrated for the survey. The purpose is to examine the impact of Korean plays on young girls; also girls are receiving motivation by Korean brands in result of viewing Korean content. The over-all results exposed that Korean plays and its effect on youngsters are apparent; the more they view Korean content the more they are affected by Korean brands. In addition to this, survey results revealed that the increased exposure of Korean web-based content results in consumer engagement which improved purchasing decision towards the Korean brands. Put simply, brand selection of the female youth is mediated by the improved consumer engagement in result of viewing Korean contents available online.

Key Words: Korean web-based Content, Consumer Engagement, Purchase decision, Youth, Pakistan.

INTRODUCTION

Korean online contents are getting popularity in recent times and attracted apparent viewership in Pakistan, especially among the youth. Among these content, Korean Dramas which denotes to Korean tele dramas produced in South Korea are most popular content. These dramas are accessible through several means such as YouTube. This allows Korean contents to get viewership across the globe and extensively admired and acknowledged globally. It is generally in episodic form where the stories are offered with definite episodes. Past studies identified diverse influences of the Korean content viewership across different context. For instance, according to Delos Reyes et, al. (2017) centered on the study they led, Korean dramas have been linking youths' behavior via somatic, sensitive and psychological situation. Some of the teenagers even though, incline to forgo their food and time just to watch Korean dramas they enjoy.

Similarly, certain interesting findings have been reported about the influence of Korean contents. Another example of it is a manuscript calling "K-drama: A new TV genre with Global Appeal" (p.22-24,2011) and reported that, one of the Korean dramas "Jewel in the palace" had popularity across different Asian nations and is watched in Japan, China, Hong Kong, Taiwan, Malaysia and Philippines. Due to this achievement, now, there is an extraordinary requirement of Korean dramas even instates where Korean TV links haven't been programed. By the day, incorporating entirety from dramas and pictures to food and attires. Past studies found that now Asian youth belonging from those nations wherein Korean dramas are popular wish to use Korean products.

According to Casasola (2017), Korean dramas are definitely addictive. The story can go from cliché but delicate to intense and impulsiveness which is perhaps the key causes to why we delightfully adore it. The manner the features and the narrative are unfolded in diverse means, improving the element that Korean artists are surely oveable for our lives. It merely is difficult to oppose captives of Korean artists and the striking plots that either setback our attention and makes us enormously

slaying.

The latest admiration of dramas made in South Korea has set growth to the term “Korean drama” which practices the nation-state to label all dramatic categories created there. The identification of Korean drama as a type (classification category) must be perceived as an example of normal method of what Bilig calls “banal nationalism”—“the conceptual conducts which permit the recognized nations to be imitated.” (Wang, 2002)

Web based Korean content is very influential for the mindsets of young people. The content of some musical bands is often based on personal and social observation, touches on the theme of mental health, troubles of school aged youth, the journey towards loving oneself and individualism which has attracted the youth specifically all around the world. Drawing on this background, we highlighted certain areas related to the impact of Korean online contents available. Past literature guides that youth is among the heavy viewers of these contents and influence of these contents have been observed in past studies (e.g., Wong, 2008). In Pakistan with the advent of Korean online contents popularity, it is expected that these contents are influencing youth and need to study certain phenomenon such a purchase decision. In this study, we assumed that higher viewership of Korean online contents such as plays can result in brand familiarity among Pakistani youth. This improved familiarity can engage consumer in Korean brands and subsequently, youth become inclined towards shopping Korean brands. Therefore, we conducted a survey to develop understanding about questions related to the purchasing behaviors that how exposure to Korean contents are triggering engagements of youth in Korean brands.

LITERATURE REVIEW

Online Korean

Donald scrutinized that the spread of Korean plays delivered the scope for the trademark and organizations working for video programs from the time of “Gangnam Style”. They have existed in the trend for years providing devotees worldwide

from Middle East to America. The fairy-tale plays are supported without the erotic component and the aspect of fight. They have the spaces for the brands and goods to position by the video-on-demand websites (Doland, 2016). The best Korean drama "Descendants of the Sun" broadcasted in China and the views on 12 chapters were 1.7 billion at I Qiyi as of April 1. The views were more than the populace of China. The loving tale of a warrior and a doctor; alluring to receive additional professional subscribers. The drama encouraged spree watching supposed for the impressive effects threatening well-being of the audiences. Inferring the situation of a man experienced a massive operation to replicate an artist, Public Security Ministry counselled the watching. A virtual policy for Korean dramas videos was hold out by Warner Bros for the world wide audiences.

State sincline to the popular values globally it's a device for the worldwide imagery and moreover for external rule purposes. In dramas, beliefs development is the nation marking method which has significant global association latent. It is an easy mediation as perceived in the general values enterprises of Japan, Britain, Turkey and US (Kanji, 2016). The world has been cleaned by Korean Wave with its unlimited method. The profitable stipend for companies encourages finance due to quick growth. It is considerable and effective to gain the profits. Outside the borders of Asian states the Wave of K-plays has turned out to be a whizzsensation. Vicinity with the layout and ethos for development has lacked for the explanation of the fame of Korean music arts and state's success. The external viewers were fascinated by massive victory of the wave triggered by K-dramas.(Do, 2011).

The population marking method has been applied by Korea and Japan for their distinct situations creating the media for basic business for wealth production and in creasing travel. They have certain objective to succeed beside the financial drive. It's about their public independence and appreciation (Huang, 2011). Nation marking is proposed to form a country's impression misusing the methods (Park, 2010). The refined grace distressing the image of the state has been detected by

many, it's also denoted as central exercise. It's supposed as standard combined exercise.

Success of the wave of Korean over China, Japan and more South East Asia countries are important related to its impact. As described by Pot pan, & Worra wutteerakul, the need to accept the lifestyle as portrayed in the dramas is provoked due to the spread of plays, films and songs. It is amazingly blooming. In the 21st century, the extent of Korean wave and growth of films, songs and plays permeated in the states of Asia mainly and in the Western countries, North America and Britain (Jin, 2011). The advantage to brands has been set due to development of global village; also they are user or commercial trademarks. Brands hurred by or acquainting reputation in advanced states achieved a major title worldwide. These trade mark sex hibit the impression of a proprietor state and lift the impression. Furthermore, in a world wide market promoting trademarks is considered big by offering a value to the manufacturer government (Gupta, 2010).

All finances of commercials have just dragged off a tiny part from the approaching cheerful times of business. The emerging machinery will catalyze the requirement of a product in a pertinent industry. The scope of goods will be sorted by ensuring cooperative television and growing playoffs setup. According to Jay May, economical marking of goods lessen the financial plan and consumer gains, hence, organizations are salaried for knocking energies to get near the contributors i.e. creators and the users. A note worthy straight technique is today required to the promoters for dimension of product location (Raza et al., 2018). Objectives of commercial essential be attained with change and efficiency over gears of extents (La Ferle & Edwards, 2006)

Consumer Engagement

Engagement is a context-specific notion. Engagement has been presented to appear in a range of diverse subjects, as demonstrated in the massive social science literature. Moreover, engagement can patent itself in a diversity of

societal frameworks in the similar subject (e.g. Saks, 2006; London et al., 2007, Bakker et al., 2011). Engagement is arranged in a series of definite elements. As Saks (2006) describes, worker engagement is the expanse of mental, sensitive and social gears that are related with distinct part act through mind sets, objectives and conducts. Engagement has altered stages of concentration, and a valence. Engagement can be high or low. Individuals can show resilient or fragile engagement on a lasting base, but engagement intensity can also differ for the similar person through period (e.g. Catteeuw et al.,2007; Bryson & Hand, 2007). Engagement can reveal an optimistic (Schaufeli et al., 2002)or adverse situation.

According to Dessart et al, Hollebeek & Chen (2015, 2014), the present condition of study on user engagement is quite developing. Wei et al., and Groeger et al. (2013, 2016) suggests that main business setting should be administered to execute consumer supervision plans that go a far dealings, that is summarized in the customer arrangement idea. A number of discussion occurs concerning the arrangement's formulation. As stated by Brodie et al. (2011) outline consumer arrangement as a "a psychological state, which occurs by virtue of interactive customer experiences with a focal object," (Hollebeek, Conduit & Brodie, 2016; Hollebeek, Malt house & Block, 2016; Hollebeek, Srivastava & Chen, 2016) mean the ideaas a consumer's "volitional investment of operant resources (including cognitive, emotional, behavioral, and social knowledge and skills), and operand resources(e.g. equipment) into brand interactions."

Modern customer syncline to keenly promote a variety of advertising events, comprising product and facility invention, firm-related communication such as by disseminating brand-related word-of-mouth, etc. (Malt house et al., 2013; Hollebeek, Conduit & Brodie, 2016). Therefore, customers are gradually mentioned as" pseudo-marketers," or "co-producers," who are inclined to be a very reliable informer for more customers, so experiencing price drops for companies, comparative for staffs (Harmeling et al.,2017; Kozinets et al., 2010).

Brand Decision

Social media has developed further trendy media throughout the world and it is serving up-posing customer conduct. It offers accurate and rational facts from about the world and lets consumers to witness and connect with one another at some time. Social media practice has improved extremely amongst consumers such as clients, persons, companies, administration (Haenlein, 2017). The current study is a claim of three theories; e-WOM an alleged power, social interchange theory and social diffusion theory, to determine the influence of social media practice, electric expression of mouth on customer buying choice participation in the occurrence of social media-based arrangement among the consumers of Samsung mobiles. In this study social media use and e-WOM has been considered as independent variables, while social media-based engagement has been considered as intervening variable and buying choice participation as reliant variable. Samsung mobile is noticeable as one of the great categorized finest smart phone designers effectively. It is increasing emerging and wining a great number of market part in smart phone business. Samsung Mobile uses the policies and practices that contains high level of technology development to progress proficient and affective products and facilities (Kumar, 2016). The admiration of social media has been generally arose amongst dealers. More than 80% of initiatives are consuming social media for promoting of their products and facilities.

Brodie et al and MSI (2011, 2016) states a requisite occurs to grow and check (empirical) mockups that observe the association among customer arrangement and pertinent other ideas in the nomological system. Precisely, the influence of customer arrangement on brand reliability signifies an essential confirmation of arrangement's accurate advertising influence(Hollebeek et al., 2014). Brand reliability means "a consumer's favorable attitude toward a product/website/brand, along with repeat purchase behavior" (Anderson & Srinivasan,2003; Liu et al., 2012). In light of above we presented following hypotheses:

Hypothesis

The objective of the survey is to test the following hypotheses:

H1: The Online Korean content is considerably persuading consumer engagement of youngsters towards Korean brands.

H2: The Online Korean content is considerably persuading purchase decision of youth towards Korean brands.

H3: The consumer engagement of youth towards Korean brands mediates the relationship of viewing Korean web-based content and purchase decision of Korean brands.

METHOD

A survey method is used to gather the information about the purchase decision phenomenon among the Pakistani youth. For survey, 200 responses were collected from the female youth of the Lahore through purposive sampling. The conceptual model was proposed where by Exposure of Korean Content (EKC) was independent variable, Consumer Engagement towards Korean Brands (CEKB) was mediating and Purchase Decision of Korean Brands (PDKB) was dependent variable.

Measures

To measure the three variables involved in the study exposure of the Korean web-based content is measured by using 5-point scale with 3-items assumed from the research of Marchiori & Önder (2015). Whereas the consumer engagement construct is measured through 5-items assumed from the research of Karakaya & Barnes(2010). Furthermore, the purchase decision is measured 2-items assumed from the research of Karakaya & Barnes(2010).

Findings

Descriptive Analysis

Before ensuing for hypothesis testing some preliminary assessments were conducted. At first, the data normality was ensured for all constructs; Exposure of Korean Content (EKC), Consumer Engagement towards Korean Brands (CEKB) and Purchase Decision of Korean Brands (PDKB) constructs after removing rarer outliers in data (10:5%). Following, correlations between Exposure of Korean Content (EKC), Consumer Engagement towards Korean Brands (CEKB) and Purchase Decision of Korean Brands (PDKB) constructs was examined and obtainable in Table 1 which was significant. In addition, the multi-co linearity test VIF (Variance Inflation) was conducted by obtaining proposed the linear regression includes three variables; (EKC), (CEKB) and (PDKB), value was less than 10 for all possible models such as Exposure of Korean Content (EKC) and Consumer Engagement towards Korean Brands (CEKB) and so on, hence there was no multi-co linearity-related issue in the data.

Table 1: Descriptive Analysis

Construct	Mean	α	EKC	CEKB	PDKB
EKC	3.63	.78	1		
CEKB	4.13	.87	.26*	1	
PDKB	4.08	.82	.41*	.34*	1

EKC: Exposure of Korean Content, CEKB: Consumer Engagement towards Korean Brands, PDKB: Purchase Decision of Korean Brands*: Significant @ .05.

Validity Measures

The structural equation models (SEM) method was employed by using software AMOS 24.0 as it is more accurate method than regression and gives more details such as validity (Chen et al., 2019; Raza, Hasnain, & Khan, 2018). Confirmatory factor analyses CFA based on Exposure of Korean Content (EKC), Consumer Engagement towards Korean Brands (CEKB) and Purchase Decision of Korean Brands (PDKB) constructs

exposed no multidimensionality problems. Confirmatory factor analysis results illustrated that Exposure of Korean Content (EKC), Consumer Engagement towards Korean Brands (CEKB) and Purchase Decision of Korean Brands (PDKB) constructs are statistically discrete constructs(see Table).

Table 2: Confirmatory Factor Analysis

Model	χ^2/CMIN	CFI	GFI	IFI	RMSEA
Measurement	2.41	.98	.94	.96	.035
Structural	3.78	.95	.91	.93	.040

In addition to the multiple indices reliance (see Mishra, 2016;Raza, Abu Bakar, & Mohamad,2019)to observe exclusivity of the constructs; (EKC), (CEKB) and (PDKB), we also calculated the discriminant and convergent validities of all variables; (EKC), (CEKB) and (PDKB). This indorsed not only the fitness of measurement model also ensured the validities measures such as Composite reliability and AVE (see Table 3) and then proceeded for the main analysis.

Table 3: Validity

Construct	CR	AVE	EKC	CEKB	PDKB
EKC	.83	.63	(.79)		
CEKB	.91	.71	.21*	(.84)	
PDKB	.89	.67	.39*	.31*	(.82)

CR= Composite Reliability, AVE= Average Variance extracted

Hypothesis Testing

A distinct CFA for the operational model showed right guides the study proceeded for the hypotheses testing by using AMOS (see Table 2). Onwards the path analysis was conducted for each proposed hypothesis. The H1 was reinforced as Exposure of Korean Content (EKC), showed significant influence on Consumer Engagement towards Korean Brands (CEKB) ($\beta = .23$). Besides, H2 was also maintained as Exposure of Korean Content (EKC) showed significant influence on Purchase Decision of Korean Brands (PDKB) ($\beta = .28$).

Table 4: Standardized Regression Weights

Influence	β	p-value	t-value	Hypothesis
EKC → CEKB	.23	.001	5.89	H1 Accepted
EKC → PDKB	.28	.004	4.90	H2 Accepted

Furthermore, to observe the mediating role of Consumer Engagement towards Korean Brands (CEKB) as proposed in H3, Hierarchical Linear Modeling (HLM) method was used beside bootstrapping as suggested by Hayes (2009). The H3 assumed that Consumer Engagement towards Korean Brands (CEKB) mediates the relationship of Exposure of Korean Content (EKC) and Purchase Decision of Korean Brands (PDKB). This was accepted as indirect effect of the (CEKB) ($\beta = .45$) was significant (see Table 5). However, evidently there was also a direct influence of (EKC) on (PDKB) was accounted, this authenticates that there was a partial mediation, put simply, improved Consumer Engagement towards Korean Brands (CEKB) can influence the (EKC) and (PDKB) significantly.

Table 5: Mediation Analysis

Influence	β	p-value	t-value	Mediation	Hypothesis
EKC → PDKB (Direct)	.28	.004	4.90		H2 Accepted
EKC → CEKB → PDKB (Indirect)	.45	.001	6.12	Partial Mediation	H3 Accepted

Conclusion

Briefing the results it is appropriate to determine that young girls of Lahore have approach to internet and many have viewed online Korean plays. There are heavy and light audiences and colleague's proposal is overviewed, more over many responder screated individual curiosity viewing it willingly and by spirit as it isn't broadcasted on TV networks. The results also exposed that the Korean plays contented the

customer's emotional requirement, individual integrative need and strainopen requirement. Effects of viewing K-plays established by the need to study Korean linguistic, shaping for Korean food, headto stimulate younster sattire Korean old-style out fit and tour the place. Korean people are equally devoted as portrayed and refined hopeful impression amongst the viewers. The plan in order to create the individuality of the region and upgrading the outline value obligation as it worked thriving. It influenced countless amount radically and audiences request the K-plays on their TVas well. The buying behavior is convinced with spectator's curiosity also in Samsung mobile phones, Hyundai and other brands. Coffee Bay and Subway advertising gone sound and individualsevoked and recalled.

The findings informed that less than half of the female population went for purchasing "Samsung" mobile phones, bags and skin cautiongoods. The extensivelyviewed Korean Televisionplays, films and song are the foundation of an over powering Korean Wave and the response element twisted out to be wonderful. The results of the survey study revealed that the increased exposure of Korean web-based content results in consumer engagement which improved purchasing decision towards the Korean brands. Put simply, brand selection of the female youth is mediated by the improved consumer engagement in result of the viewing Korean contents available online. In this regard, the popularity of the Korean contents is improving the frequency or exposure which in turn increases the Korean brand familiarity and engaging consumers in these brands. This increased familiarity and engagement with the Korean brands are facilitating the purchasing decision of the female youth and as per results of this study they are inclined to purchase Korean brands..

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