FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION TOWARDS PRODUCTS ENDORSED BY KOREAN BOY BANDS ON YOUTUBE

Miss Wanthida Tiwari

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

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ปัจจัยที่มีผลต่อความตั้งใจซื้อผลิตภัณฑ์ที่ได้รับการรับรองจากบอยแบนด์เกาหลีบนยูทูบของผู้บริโภค

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By	Miss Wanthida Tiwari
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Thesis Advisor	Associate Professor Dr. WORAWAN ONGKRUTRAKSA

Accepted by the FACULTY OF COMMUNICATION ARTS, Chulalongkorn University in Partial Fulfillment of the Requirement for the Master of Arts (Communication Arts)

╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌ Dean of the FACULTY OF COMMUNICATION ARTS

(Associate Professor Dr. PREEDA AKARACHANTACHOTE)

THESIS COMMITTEE

╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌ Chairman

(Assistant Professor Dr. TEERADA CHONGKOLRATTANAPORN)

╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌ Thesis Advisor

(Associate Professor Dr. WORAWAN ONGKRUTRAKSA)

╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌╌ External Examiner

(Associate Professor Dr. Bu-Nga Chaisuwan)

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วรรณธิดา ตีวารี : ปัจจัยที่มีผลต่อความตั้งใจซื้อผลิตภัณฑ์ที่ได้รับการรับรองจากบอยแบนด์เกาหลีบนยูทูบของผู้บริโภค. (FACTORS INFLUENCING CONSUMERS' PURCHASEINTENTION TOWARDS PRODUCTS ENDORSED BY KOREAN BOY BANDS ON YOUTUBE) อ.ที่ปรึกษาหลัก : รศ. ดร.วรวรรณ องค์ครุฑรักษา

การศึกษาวิจัยครั้งนี้มีจุดมุ่งหมายเพื่อทำความเข้าใจปัจจัยที่มีผลต่อการตัดสินใจเลือกซื้อสินค้าของผู้บริโภคจากโฆษณาที่ใช้บอยแบนด์เกาหลีบนยูทูป และอธิบายให้เห็นถึงทัศนคติการให้คุณค่าต่อคุณลักษณะพิเศษของแหล่งข้อมูล การมีส่วนร่วมของยูทูป ระดับการมีส่วนร่วมของผลิตภัณฑ์ และรูปแบบการโฆษณาบนยูทูป ที่มีผลระหว่างกันต่อการตัดสินใจเลือกซื้อสินค้าของผู้บริโภค การวิจัยครั้งนี้เป็นการวิจัยเชิงปริมาณเก็บข้อมูลจากผู้ตอบแบบสอบถามจำนวน 408 คนที่เคยรับชมโฆษณาบนยูทูปในปีพ.ศ. 2565จากการวิจัยพบว่า ประการที่หนึ่ง (1) ความน่าดึงดูดใจเป็นตัวแปรที่มีได้รับคะแนนสูงสุดในหมวดตัวแปรย่อยของคุณลักษณะพิเศษของแหล่งข้อมูล ส่วนกดไลค์เพื่อการมีส่วนร่วม การจัดวางตำแหน่งของโฆษณาผลิตภัณฑ์สำหรับรูปแบบโฆษณา และผลิตภัณฑ์ที่มีส่วนร่วมต่ำ มีความสัมพันธ์กับการตัดสินใจเลือกซื้อสินค้าของกลุ่มตัวอย่างเพียงปานกลาง ประการที่สอง (2) ความสัมพันธ์ระหว่างคุณลักษณะพิเศษของแหล่งข้อมูล และการมีส่วนร่วม พบว่ามีผลเชิงบวกเพียงเล็กน้อย ประการที่สาม (3) พบว่าความน่าดึงดูดใจของบอยแบนด์เกาหลีมีอิทธิพลต่อการตัดสินใจเลือกซื้อของกลุ่มตัวอย่างสูงกว่า และประการสุดท้าย (4) ผลพบว่ารูปแบบการโฆษณา ได้แก่ การจัดวางตำแหน่งผลิตภัณฑ์ (B= 0.267) และการมีส่วนร่วมของแฟนๆ บนยูทูป (B = 0.108) ของโฆษณามีผลเชิงบวกต่อการตัดสินเลือกซื้อสินค้าของผู้ชมชาวไทย นอกจากนี้การวิเคราะห์ตัวแปรแบบถดถอยพหุคูณยังแสดงให้เห็นว่า การจัดวางตำแหน่งผลิตภัณฑ์มีผลต่อการตัดสินเลือกซื้อสินค้า และชี้ให้เห็นว่าบอยแบนด์เกาหลียังมีต่อการตัดสินใจเลือกผลิตภัณฑ์ต่ำอยู่ โดยเฉพาะกับกลุ่มนักเรียนหญิงไทยที่จบปริญญาตรีและเป็นแฟนตัวยงของ GOT7

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The objective of the study is the understand the factors that influence consumer purchase intention of products endorsed by Korean boy bands on YouTube and identify the weight of the attitude towards source characteristics, YouTube engagement, product involvement level and YouTube advertisement formats amongst each other and with purchase intention. The study was conducted in a quantitative approach from 408 respondents who have been exposed to YouTube ads in 2022. The results are as followed: (1) attractiveness was the highest scored sub-variable of source characteristics, along with clicking like for engagement, product placement for advertisement formats and low involvement product types in relation to the sample having moderate intention to purchase. (2) In regard to the correlation between source characteristics and engagement, a negligible positive association was found. (3) Thirdly, it was found that Korean boy bands' attractiveness had a higher influence on the purchase intention of the sample group. (4) Lastly, the results showed that advertising format, namely product placement (B= 0.267), and online engagement on YouTube (B = 0.108) of the ads have a positive influence on the purchase intention of the Thai audience. Multiple regression shows a positive influence from the product placement variable on purchase intention. The finding of suggests the endorsement of Korean boy bands is efficient for low-involvement products to young Thai female students with a bachelor's degree and are fans of Got 7.

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CHAPTER 1 INTRODUCTION

With the increasing importance of social media in consumers' lives, marketing approaches can no longer limit themselves to traditional communication methods such as television and radio or print. Users are now increasingly spending more time online, especially when it comes to finding information before making a purchase (L. A. Cai, Feng, & Breiter, 2004).

The ephemeral nature of social media platforms has left communicators ever evolving in their marketing approaches. With over 4.62 billion global social media users in the first month of 2022, it averages to 13 new users per second in annualized growth ("Digital 2022,"). In this evolutionary era of communication methods, some media platforms have remained constant for over a decade, YouTube being one major platform.

YouTube

YouTube, launched in 2015, has become the go-to platform for most video needs. It is the second most visited site with 1.7 billion unique users per month (Kemp, 2022). It is also home to over 500 minutes of video content every minute in 2022 (Wise, 2022). Content on the platform provides a vast array of topics to explore, it's diverse and global, making it attractive to both media companies and amateur creators (Xu, Park, Kim, and Park (2016).

It's social features, like most popular platforms, allows registered users to like, share, comment, and upload videos. This not only lets them engage but also provides

a sense of community to the users by giving them the sense of control over their activities on the site. With such a huge repository of content, YouTube is transforming the consumption of video media in this high-speed internet age.

Given its prominence in users' lives, it's functionality cannot be limited to just publishing videos online. The advancing user interfaces of YouTube also includes live-streaming and premium channels for paying subscribers. Though some may perceive it to be a platform for just publishing videos, some see it as competition for broadcast television (Kim, 2012). Wesch (2008) reported that the users create more content in six months than sixty continuous years of broadcasting by three largest networks in the United States of America has done combined. Moving on from the traditional broadcasting methods, YouTube distinguished itself from an archive of videos by providing a user-to-user social experience which categorizes it as a social media and gaining high popularity (Susarla, Oh, & Tan, 2012).

Celebrity Endorsement

A celebrity endorser is a public figure loved and recognized by the community or the target market of a brand where the celebrity makes use of their reputation and attracts consumers (McCracken, 1989). Various companies worldwide invest in famous, credible, and attractive celebrities to endorse their products (Amos, Holmes, & Strutton, 2008; Pornpitakpan, 2004). Such celebrities or online influencers are individuals, in an online spectrum, with a large social following and are perceived as influential and trustworthy in niche markets (Sudha & Sheena, 2017).

The past few decades have seen an overwhelming popularity in Korean pop music globally. The Korean wave, also known as *Hallyu,* started with the introduction

of Seo Taiji and Boys as they experimented with new genres, hip hop, reggae and electro to name a few. The Korean audience labelled the band "President of [popular] culture" after their massive success with the youth (Lee & Sohn, 2003). Ever since then, Korean pop music has seen a rapid rise in popularity, PSY's Gangnam Style attracted more than a million likes and was listed as one of the songs that defined the decade by Billboard (Kelley, 2019). K-Pop, South Korea's biggest export, gradually became one of the most lucrative industries globally that worth more than five billion dollars (Seoulspace, 2022). Tickets, downloads, merchandise, the Korean celebrities earn a fortune through offline and online participation of their fans.

Korean boy bands found global success through the rapid development of social media as it gave a platform for their fans to connect with the celebrities in real time. Such support can be seen through the online activities of the respective fandoms in the form of fan cams, fan arts, sold out concerts, merchandise and record setting YouTube streams.

Korean boy bands on YouTube have not only broken platform records but also entered into the Guinness Book of World Records where BTS's 'Butter' official music video was viewed almost two hundred million times in just 24 hours. Korean boy bands have the selling power of a celebrity. For instance, Jeon Jungkook, the youngest member of the group BTS, has been nicknamed by fans as 'King of Sold Out' for his impressive selling power. The artist only needs to casually mention the name or unintentionally show himself using a brand or a product, it's sold out within a week. The incident with TEAZEN, a Korean tea brand that saw a 500% increase in

their lemon kombucha after a VLive where Jungkook was seen drinking their tea (Gray, 2021).

With the audience or the target market of endorsed products mostly students and young adults, and the four categories of YouTube content selected are gaming, clothing, food and beverages and skincare based on the popularity of the topics discussed amongst the target group. Videos related to games are one of the highly visited channels, more than a thousand channels hit the five million subscriber mark in 2020 (Statt, 2020)). Fashion and beauty related content are the most popular content on the platform (Pavlovskaya, 2021). Sharma (2016) studied the influence of Korean celebrities on the purchase behaviour of university students and found positive influence of Korean celebrities on the students. The results showed that majority of the respondents (students) were influenced by the celebrity endorsement (Roslan et al., 2018).

NCT member Jaemin is known for his photography skills other than being an idol in another very popular Korean boyband. Adobe took this opportunity and endorsed his personal hobby and sponsored his segment of the NCT vlog on NCT's official YouTube channel. Na Jaemin doesn't only plug in Adobe Photoshop anywhere he can, he also created a personal vlog segment on the how to of photoshop. The thirteen-and-a-half-minute video on NCT's official channel has received over 500 thousand views. Another one of these endorsed videos receives over 5 million views where he simply edits the boy band's concert video on Adobe Premier Pro during his segment of the 'NCT Relay Cam' vlog.

Got7, a diverse Korean boy band with members from all over southeast Asia, is another big-name boy band that holds huge endorsement power. Bam Bam, the Thai national member of the group, also known as the Thai Prince of K-pop, is seen endorsing brands and product ever since his departure from JYP, Korean entertainment agency. His long running endorsement of the AIS 5G We Are Limitless campaign is seen almost everywhere in Thailand. His latest collaboration under the AIS YouTube channel with AILYNN, Thailand's first virtual influencer, reached over two million views in the first 24 hours of the launch.

With the growing prevalence of Korean music stars, especially boy bands like BTS and NCT, marketers can harness and use this marketing tool to advertise on the one of the fastest growing social networking sites, YouTube. This study aims to understand how the Thai audience response and engage to the prior advertisement that stars Korean boy bands in the video and product categories (game, clothing, food & beverage, and skincare). This study aims to reconfirm the impact of celebrity endorsement on the decision-making process of a consumer through an online interaction platform.

1.2 Research Objectives

1. To study source characteristics, attitude towards advertisement format, online engagement, attitude towards advertisement product type and purchase intention of products endorsed by Korean boy bands on YouTube.

2. To explore the relation between online engagement and source characteristic of Korean boy bands on YouTube.

3. To explore the relationship between source characteristic and purchase intention of the products endorsed by Korean boy bands.

4. To study the influence of online engagement, source characteristics and attitude towards ads format of Korean boy bands endorsing products on YouTube on purchase intention and the attitude towards advertising of the product types.

1.3 Research Questions

1. What are source characteristics, online engagement, attitude towards advertisement format, attitude towards advertisement product type and purchase intention of products endorsed by Korean boy bands on YouTube?

2. Is there a relation between online engagement and source characteristic of Korean boy bands on YouTube?

3. Is there a relationship between source characteristic and purchase intention of the products endorsed by Korean boy bands?

4. What is the influence of source characteristics, online engagement, and attitude towards ads format of Korean boy bands endorsing products on YouTube on purchase intention and the attitude towards advertising of the product types?

1.4 Scope of Study

The research uses quantitative methods to survey respondents. Online survey method of data collection will be used for this study as it can provide answers regarding specific, essential questions. A purposive/ judgmental sampling will be used to collect survey respondents. The questionnaires will be sent online to 400

respondents in Thailand within 2022. The questionnaire explores the main concepts of the study, i.e., Source characteristics, engagement, and purchase intention. The research aims to study the influence and correlation between these variables in context to the endorsement of various products endorsed by Korean boy bands.

The respondents are to meet the criteria of being within the age range of 18-35 and have been exposed to an endorsed video within the last six months. Social media including YouTube has emerged as an interactive tool for young adults (Berryman, Ferguson, & Negy, 2018) with a considerable number of users falling in the age group of 18–34 years (Talwar, Dhir, Kaur, & Mäntymäki, 2020).

1.5 Operational Definitions

YouTube refers to a popular video sharing social platform that allows registered users to upload and share videos with all who have access to the website. It's social features, like most popular platforms, allows registered users to like, share, comment, and upload videos. This not only lets them engage but also provides a sense of community to the users by giving them the sense of control over their activities on the site. With such a huge repository of content, YouTube is transforming the consumption of video media in this high-speed internet age.

In this study, YouTube refers to the online video that stars Korean boy bands, such as BTS, NCT, Seventeen, etc., endorsing products in the game, clothing, food and beverages and skincare category.

Source characteristics are the endorsers characteristics (positive) which can enhance the level of persuasion and acceptance in an advertising (Ohanian,

1990)According to the source credibility model (Hovland & Weiss, 1953) and source attractiveness model (McGuire, 1968), source characteristics such as expertise and trustworthiness (credibility) and attractiveness, are dimension that had the ability to influence a consumer's attitude and purchase behaviour towards a product positively (Hovland et al., 1953).

In this study, source characteristics refer to the trustworthiness, expertise and attractiveness of the Korean boy bands endorsing the products in the videos on YouTube.

Online Engagement can be defined as the "intensity of an individual's participation in and connection with an organization's offerings or organizational activities, which either the customer or the organization initiates" (Vivek et al., 2012). Online engagement can be explained as a 'user-initiated action' (Gluck, 2012) which may lead to co-creation of value (Brodie, Ilić, Jurić, & Hollebeek, 2013).

In this study, online engagement refers to the process of engagement available on YouTube as a platform, such as viewing the video, clicking like, reading comments, commenting, sharing, and uploading content.

YouTube advertisement format refers to the categorization of product promotion content on YouTube's expanded advertising methods. The five formats studied in the research are skippable, non-skippable, bumper, overlay and product placement.

Skippable ads play within the video player either before, during, or after the main video. Their time ranges from 12 seconds to 6 minutes in length and viewers have the option to skip the ad after the first 5 seconds.

Non-skippable ads refer to video ads that must be watched in order for a viewer to continue to the main video.

A **bumper ad** is a non-skippable video ad with a maximum length of 6 seconds.

An **overlay ad** is a semi-transparent banner that appears in the lower 20% portion of a video. It is a clickable image or text box and is only visible to desktop users

Product placement as informal communication with an audience about the brand or product to raise interest. They are perceived as soft selling methods which is to communicate positive sentiments about the brand, e.g.: integrating the product or brand in videos in various ways like testing, trying it out, linking it in the description box, is ideal ways for product placement on YouTube (Schwemmer & Ziewiecki, 2018).

In this research, we aim to study the attitude towards the advertisement format presented on YouTube.

Product involvement type refers to consumer involvement as the fondness and interest shown by a consumer for a specific product category(Goldsmith & Emmert, 1991). It revolves around a consumer's behavioral and emotional (thoughts and feelings) towards a product category (Gordon, McKeage, & Fox, 1998).

In this study, we aim to study the attitude towards advertisement for **High involvement** products that require an individual to invest more effort into product research before making a rational purchase decision. **Low involvement** products do not need the extra effort and time in the pre-purchase stage of decision making.

Purchase intention refers to decision making that explains the reason behind a consumer's decision to buy a particular brand (Shah et al., 2012). It is also defined as the situation where an individual is likely to buy a certain product in a certain condition (Morinez et al., 2007).

In this study, purchase intention refers to the dimensions of likelihood of purchase intention in a consumer's decision-making process, i.e., Consider purchasing, shall purchase, intend to purchase, try the product, and intend to consider the product.

1.6 Benefits of The Study

Results from the study can be used to understand user behaviour of Thai audiences on YouTube in relation to celebrity endorsement of Korean boy bands. Marketers may use the data and analysis to understand the influence of Korean boy bands on Thai audiences while planning a marketing strategy for the following categories – games, clothing, food and beverages and skin care.

CHAPTER 2 LITERATURE REVIEW

The objective of this study is to explore and understand the influence and correlation of source characteristics, online engagement and purchase intention of products endorsed by Korean boy bands on YouTube. To elaborate, the study investigates the correlation among the variables. The chapter is divided into four sections:

1. Celebrity Endorsement

2. Source Characteristics

3. YouTube Advertising Formats

4. Online Engagement

5. Product Type

6. Purchase Intention

Thus, the chapter showcases and reviews the relevant concepts around source characteristics, YouTube marketing (content type), online engagement, product type and purchase intention and concludes with the conceptual framework of the study.

2.1 Celebrity Endorsement

A celebrity endorser is a public figure loved and recognized by the community or the target market of a brand where the celebrity makes use of their reputation and attracts consumers (McCracken, 1989). Various companies worldwide invest in

famous, credible, and attractive celebrities to endorse their products (Pornpitakpan, 2003; Amos et al., 2008). Such celebrities or online influencers are individuals, in an online spectrum, with a large social following and are perceived as influential and trustworthy in niche markets (Sudha & Sheena, 2017).

With the transfer of celebrity endorsements online, influencer marketing became the next logical step in brands' marketing efforts. The use of influencers is a powerful tool that comes handy in swaying public opinions. Politicians have made use of celebrities in their political campaigns time and again and so do advertisers to promote their products or services (Awobamise & Jarrar, 2018). Influencer marketing is defined as "identifying key communities and opinion leaders who are likely to talk about products and have the ability to influence the opinions of others." (Chaffey & Ellis Chadwick, 2012). This form of marketing focuses on the celebrity to represent the brand's message and convey it to the target market.

The core concept of influencers is that they are perceived to be role models and the audience that support these celebrities, A-List, or micro, are more likely to support and believe their agenda (Jarrar, Awobamise, & Adewunmi Aderibigbe, 2020). However, influencer marketing can be both paid and earned.

A paid media influencer is sponsored by the brand through collaboration or paid to talk about the brand on their platform or the brand's. In the beginning, amateurs uploaded videos for non-commercial purposes, with little to no production value. Over time, popular accounts invested in professional video making techniques and equipment (Felix von der Laden, 2017). The sets gradually went from redecorated rooms for filming set ups to houses for a whole crew (Bam, 2017). Such progress in

community building made YouTube one of the leading influencer marketing platforms, only to be surpassed by TikTok and Facebook (Muhammad, 2022). YouTube content creators became micro celebrities and started building revenue streams through creating content and monetizing it or getting sponsored (Reinbold, 2015).

Endorsements provide brands a fast track to their specific target audience. Not only is it cost efficient, but it also helps cultivate goodwill in the community (Taleverna, 2015; Harrison, 2017; Awobamise & Jarrar, 2018). Through market research, marketers can optimize audience reach by understanding the target audience of these online influencers.

These celebrities hold the power to influence consumer opinion and brands can harness it by endorsing them, through sponsorship or collaboration or simply paid partnership (Booth & Matic, 2011). Many brands cooperate with such celebrities and showcase their products in their videos.

Use of celebrities and influencers in owned media also fall under the same concept. Owned media is the free media platform that is owned by the brand, for instance, their own channel or social media pages. Brands choose the celebrities as their brand advocates in their online media strategy (Honka, 2018). The use of celebrities in campaigns is for memory recall purposes.

2.2 Source characteristics

Marketers and advertisers have been stern with their belief in the effectiveness of celebrity endorsements. Since ages past, companies have used celebrities as

representatives of their brands to persuade their consumers into taking certain marketing actions, irrespective of the product category or topic (McCracken 1989). Various literature has been reviewed on the factors that influence consumers' attitude towards a certain celebrity and what about them persuade consumers into taking the desired action (Friedman & Friedman, 1979; Giffin,1967; Kelman & Hovland, 1953) and the three most influential attributes of a persuasive spokesperson are - credibility, attractiveness, and power.

A vast amount of empirical research was done to understand and establish the effectiveness of choosing the right source for any message. Giffin (1967) questioned the validity and the application of the three (credibility, attractiveness, and power) in real communication. Since the presence of ancient roman orators, scholars have been on a pursuit to identify the factors that determine a persuasive and effective speaker (Giffin, 1967). Through the examination several characteristics with far reaching attitudinal implication, source credibility (expertise and trustworthiness), attractiveness (likability, familiarity, and/ or similarity) and source power were recognised to be sales of measuring and assessing an effective source (Hovland & Weiss, 1951; Kelman, 1961, McGuire, 1985; McCracken, 1989).

In a digital environment, credibility relies on the credibility of the content generator (Burgess et al., 2009). Adapting onto Ohanian's (1990) mode of source credibility, trustworthiness, expertise, and attractiveness are still factors taken into consideration while understanding the concept in a digital realm.

2.2.1 Trustworthiness

Trustworthiness is the 'degree of confidence in the communicator's intent to communicate the assertions he considers most valid' (Hovland & Weiss, 1953). This concept of source credibility is, in layman's terms, the receiver's trust in the sender. Synonymous to Aristotle's 'ethos', trustworthiness brings about 'favourable disposition' and a 'supportive climate' towards speakers from the receivers (Giffin,1967). A considerable amount of skepticism is reduced when the message is coming from a trustworthy source (Hovland & Weiss, 1951).

Core characteristics of an effective endorser included honesty, believability, and integrity. A huge part of it depends on the likability of the influencer (Loggerenberg, Waldt & Wehmeyer, 2009). The interactive and vlogging feature of YouTube allows the creators to be transparent and authentic with their content and themselves.

Figure 1: The Source Credibility Model Source: Canning, L. E. (2005). Celebrity endorsement in business markets. In the 22nd IMP Conference, Italy.
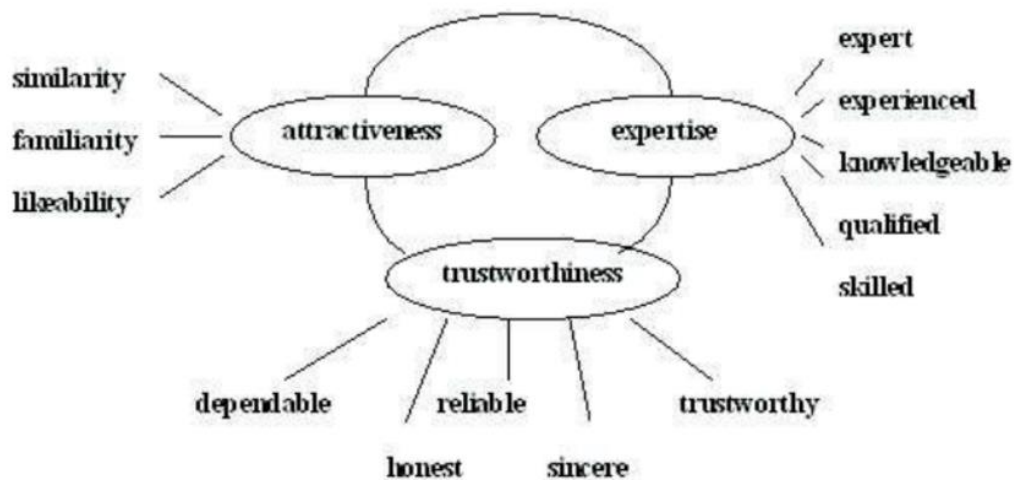
2.2.2 Expertise

Expertise being 'the extent to which a communicator is perceived to be a source of valid assertions'; synonymous to 'authoritativeness' or 'qualification' (Hoveland et al., 1953; McCroskey, 1966, Berlo et al., 1969). It refers to the expertise the speaker has on the topic through profession. Communicators with higher expertise have resulted in a more positive impact on the consumers (Lafferty & Newell, 2000). A study by Crisci and Kassinove (1973) shows a direct effect on expertise on the receiver's ability to take advice. For product endorsement too, marketers hire experts to talk about the product, e.g., Michael Jordan speaking promoting Nike Air Max, a sports brand using a world-renowned basketball player to promote their new basketball shoes. Michael Jordan is an expert athlete in the field hence, establishing expertise in communication. As long as the viewers perceive the YouTuber or the influencers to be knowledgeable about the product endorsed, they are considered an expert (Haig, Lowry, & Wilson, 2013).

2.2.3 Attractiveness

A celebrity's physical appeal has been known to positively support consumer persuasion and attitude change (Caballero & Pride, 1984; Kulka & Kessler, 1978; Liu et al., 2007). Source attractiveness explains the subjective attraction towards the message sender on three aspects - likability, similarity, and familiarity (McGuire, 1985).

Likeability is understood as the affection for the source as a based on their physical appearance, behaviour, or other personal traits (Belch and Belch, 2001).

Similarity is the perceived resemblance between the consumer and the celebrity, by understanding the similarities in needs, goals, interest, and lifestyle (Ohanian, 1990). Lastly familiarity is the knowledge and information of the celebrity (McGuire, 1985; Amos et al., 2008).

Nevertheless, several studies have supported the positive correlation between source attractiveness and consumer purchase intention (Petty et al., 1983; Erdogan, 1999). An attractive vlogger on the platform can expect positive outcomes from the consumer. Till and Busler (2000) found that attractive product reviewers positively affect consumers and tend to influence their purchasing intention. In layman's terms, social media personalities with attractive appearances tend to captivate followers' attention and influence their consumer behaviour.

To understand the same effects of source credibility through the consumer's perspective, Kelman (1958) coined the Social Influence Model that explains the effects of a celebrity source and the level of conformity the consumers receive from them on consumer behaviour and thoughts, the social influence of the source on the receivers. According to Kelman (1958), The three source attributes that may lead to change in consumer behaviour are credibility, trustworthiness and power and they can explain the consumer's processing of the source through the three levels of social influence - internalization, identification, and compliance.

Internalization is the acceptance of the message for its credibility and the intrinsic rewards. The message is perceived as that of their own, coinciding with their value system. There is change in behaviour when the receiver accepts the message that they think fulfils their needs or could be useful to them in some way. The

consumer believes that the message sent benefits them and comes from a credible source (expertise and trustworthiness) hence, they will alter their thinking/ feeling or behavior (Shimp & Andrews, 2012).

Identification is the association of the consumer with the celebrity. This acceptance of this influences the relationship they have with the celebrity. Consumers change behaviour or be persuaded through 1. Their physical appearance and/or 2. Ideology. All persuasion takes place in this level as the receiver makes a subjective judgement on what they consider physically or emotionally attractive, i.e., physical appeal, lifestyle, personality, talents, etc. The consumers' positive perception of the source's physical appearance and the similarities in their daily lives are more likely to see change in behaviour (Shimp & Andrews, 2013).

Lastly, compliance. This is the weakest form of social influence as it progresses on the foundation of rewards and punishments. This form of influence doesn't last long and works only when the consumer gives the source the authority to suggest what is rewarding and what is not (Shimp & Andrews, 2013). This level of social influence and the source characteristic dimension 'power' are henceforth not included in various literature on the variable for its limitation as a superficial and short-term effect.

Figure 2: Kelman's source attributes and receiver processing modes. Adapted from (Shimp and Andrews, 2013 p.292)
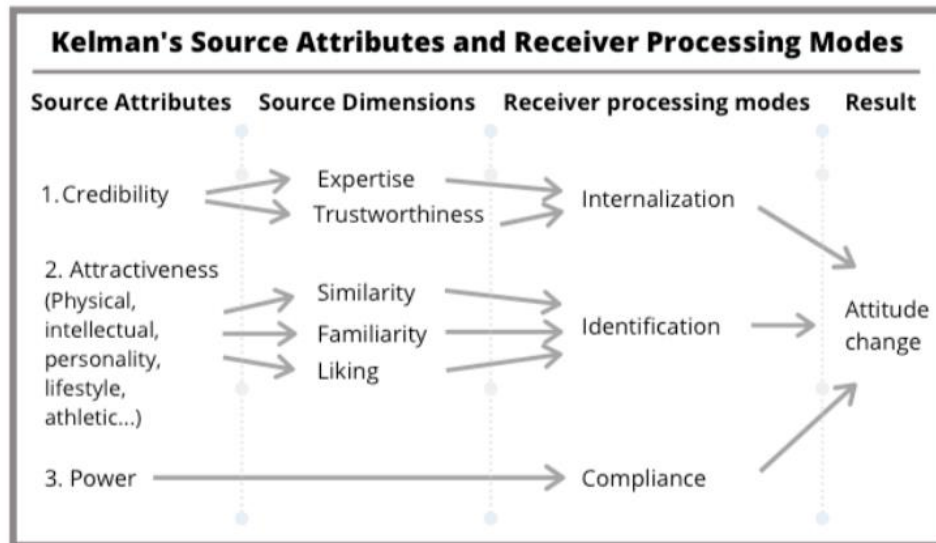
2.2.4 Source Credibility and Korean Boy Bands

Following the example of BTS, as one of the biggest musical boy groups of all time, are also one of the most influential boy bands of all time making several rankings across various media platforms (TIMES, 2019). For ARMY (BTS fandom), there is nothing more authentic than the artists themselves. The fans trust and believe them, from their music to their personal activities such as charity and endorsements. Following the credibility and attractiveness model, it's suggested that this is possible due to the authenticity, credibility, and attractiveness of the boys. Their name 'Bangtan Sonyeondan' or 'Bulletproof Boy Scout' stands for the challenges of youth today which already makes it relatable for over 70% of ARMY who age 29 and below (Korea Times, 2021). A huge part of such influence also comes from their group and personal social media where they publicly share their lives, personal work projects and other preferences for their fans to engage with (Chang & Park, 2018).

Other than that, they are active advocates of love and kindness. They launched the 'Love Myself' campaign in partnership with UNICEF that raised over two million US dollars to bring awareness towards the prevalence of violence in our society. They were invited to the UN General Assembly to launch the campaign 'Generation Unlimited' in 2018 that empowered youth with educational and employment opportunities. This has already made BTS likeable and similar and trustworthy in the eyes of ARMY (Lee, 2019).

The impact of BTS on ARMY is global. The fandom has bonded through authenticity and transparency, the trust is so strong that when a member does something, ARMY does it without hesitation. An example will be when Suga, the rapper and producer of the group, financially aided Hope Bridge, a disaster relief organization, ARMY raised over $300,000 just in a few days for the organization when COVID-19 hit South Korea (Kwan, 2020) or when they it was revealed that BTS had donated to the Black Lives Matter movement, ARMY collectively organized a campaign and raised another million in less than two days (Kwak, 2020).

This research aims to study the source credibility of YouTube influencers and BTS on dissemination of information regarding purchase intention for the various categories of their endorsement by assessing the three dimensions of source characteristics studied by Ohanian (1990)- trustworthiness, expertise, and attractiveness.

2.3 YouTube Marketing

YouTube is a multi-purpose platform that fulfils entertainment, advertisements, and interpersonal communications of all sorts (Soukop, 2014). Due to its diversity, the platform has been argued to have communication theories

reconstructed for its ever-evolving analysis. Challenging the ideals of traditional mass

media, YouTube proves that common audiences wish to communicate on various

levels and not only on social media platforms. YouTube is no longer just a video

sharing site but social media that goes beyond mere communication towards sharing

creativity (Soukup, 2014).

Understanding YouTube as an advertisement tool, Pashkevich et. al.(2012),

the platform has shown potential for not only revenue but brand impressions. The

comparative analysis of the effectiveness of traditional in- stream ads and True View

ads, which allows the audience to skip ads after a few seconds of viewing, resulted to

a higher likability of TrueView (skippable) that also resulted in a better audience

viewing experience that may have a positive impact on ads launched by a company.

Pikas and Sorrentino (2014) found the negative effects of online advertisement

especially on social media platforms such as Facebook, Twitter, and YouTube on

consumers' perception. Audience was annoyed and non-receptive towards the ads.

The study also found that skippable ads were not effective as the audience did not

voluntarily click on the ad to view. Hence, proving that social media ads were not

efficiently effective.

In recent years, YouTube has expanded its revenue streams and also provided

services to brands and companies to do so through product placement facility. Along

with the multiple new advertising features such as skippable and non-skippable ads

and display ads, marketers have seen YouTube's potential commercial traditional

advertising techniques online, i.e., product placements in videos.

Initially, the videos on YouTube were created in an amateur and

unprofessionally in a non-commercial setting. Through the recognition of its

monetization possibilities, YouTubers themselves started investing in a more

professional set up for higher quality content that brands may be interested in (Laden,

2017). The progress of such investment in the content led to YouTube becoming one

of the leading influencer marketing platforms (Carter, 2016; Jackson, 2018). To make

use of this growing social media phenomenon, brands have applied traditional

celebrity endorsement on the newer selling platform.

2.3.1 YouTube Advertising Format

Online video promotions have become more prevalent and popular than

traditional video advertising such as television (Goh et al., 2016). YouTube being the

second most popular website (Alexa Internet Inc, 2021) is also the most used channel

for advertising, a platform for advertisers to showcase and distribute the promotional

content in a video format for the purpose of reaching wider audience and receiving

efficient engagement online, generate traffic to their website drive conversion and

increase brand awareness (Goh et al., 2016; Miller, 2020; Stanimirovic, 2021).

After years in development, YouTube has expanded its advertising format to

in- stream ads playing before, during or after the main video. The formats also are

found as skippable, non-skippable, bumper, overlay and product placement in videos.

Li & Lo (2015) studied the effects of ad length, position and context congruency on

brand recognition showed that long advertisements, mid roll, pre-roll and post roll ads

on YouTube's video content all have effects on brand name recognition.

The effects of product placement in YouTube content have seldom been

studied. Past studies have analysed and categorized product promotion content type

into two categories - objective and subjective (De Vries et al., 2012; Kim & Lee, 2015; Kim et al., 2019; Kim & Song, 2018; Saenger & Song, 2019).

Objective content consists of statistical values and evidence-based facts, subjective content is personal impressions and evaluation based on emotions and consumer experience (Holbrook, 1978). On social media marketing plan, objective content type would be any promotional ad with information that companies hope the consumers share (Gavilanes et al., 2018; Shultz & Peltier, 2013). To illustrate, social media posts with financial benefits to the consumers that may push them to share their content with their peers, an example would be a sale offer that saves them money. On YouTube, it is seen in forms of referral links that provide a YouTuber's audience a certain amount of discount while purchasing the promoted product in the video. On the other hand, subjective content is seen through traditional consumer reviews that consists of personal opinions and experience of/with the product or brand (Kim & Song, 2018). On YouTube, it is prevalent as reactions, game plays (for games), hauls or sometimes direct promotion through word of mouth ("this brand is amazing because it made my work so much easier and it's super cheap. I really enjoy using this product.").

In line with previous studies, the difference lies in the verifiability of the two content types (Darley & Smith, 1993). Out of the two, objective content ranks higher in verifiability (Jain & Posavac, 2001; Kim & Lee, 2015). After exposure to the ads, audiences are less likely to be skeptical about the information provided in an objective content type than in a subject (experiential) content type. However, a higher audience engagement can be observed once exposed subjective content due to its interpretive nature (Gardial & Biehal, 1991). Research by Kim et al. (2019), found evidence that

objective (informational) native ads on Facebook resulted in a more positive brand

evaluation than subjective native ad content. Similar conclusion was reached by

Gavilanes et al., (2018) where paid promotional content led to more audience

engagement on social media platforms, through likes, comments and shares in

contrast to subjective content.

2.3.1.1 *Product Promotion on YouTube*

YouTube marketing allows a brand to quickly target a controlled ad in a

sustainable and cost-effective way, especially in case of a topical video content.

Younger consumers, as studies have shown, tend to find YouTube ads more intrusive,

especially in regard to developing countries where streaming commercials are

hindered by pricey and slow-paced bandwidth (Duffett, 2020). Other than the

frequently observed ads on the platform like standard display ads, in search

(discovery), sponsored cards, video bumper commercials and overlay ads, brands

have known to use influencers for product placement in either paid or owned content

in form of testimonials, promotions or collaborations. Such investment in influencer

marketing on YouTube has driven online traffic and exposure to the brands'

marketing efforts (Westenberg, 2016; Horakova, 2018; Vingilsa, 2018). Product

placement has become one of the most common marketing strategies for marketing

and promotion without the use of obvious commercials (Boix-Romero et al., 2021;

Fong Yee Chan & Lowe, 2018).

Schwemmer & Ziewiecki (2018) defined product placement as informal

communication with an audience about the brand or product to raise interest. Direct

recommendation or hard selling, i.e. explicitly asking the audience to buy the product

in subject, is not achieved on the platform. Soft selling through communicating positive sentiments about the brand, e.g.: integrating the product or brand in videos in various ways like testing, trying it out, linking it in the description box, is ideal ways for product placement on YouTube (Schwemmer & Ziewiecki, 2018).

Reviewing products and inserting referral (Affiliate) links into the videos is one way to incorporate product placement on YouTube. Here Youtubers register to affiliate marketing programs and receive compensation when audiences purchase via the provided referral links (Wu, 2016).

Collaboration amongst creators is another way to cross promote channels and products on YouTube. Youtubers upload different videos on their respective channels so both audiences have a way to discover the collaboration (YouTube Creators, 2018). Sponsorships like giveaways is another way to increase brand awareness on the platform. The brands pay the youtubers to work with them or they receive PR samples which they keep for content (Gerhards, 2017). While collaborating with brands, the production and distribution is controlled by the brand while some PR packets and free products are sent to influencers in hopes of being featured in their YouTube video without actual collaboration (Gerhards, 2017).

Past studies on the efficiency of product placement have shown that proper integration of product placement, such as in producing high quality contents, have a positive effect on the audience's attitude and memory of the brand (Boix-Romero et al., 2021; Hwang & Jeong, 2019; Srivastava, 2018). With product placement being used in an online environment, PQ media reported in Bloomberg Businessweek that

investment in product placement is to rise by 13.8% globally to $23.3 billion in 2021 (Giblom, 2021).

2.3.2 Korean boy bands and YouTube Endorsement

YouTube is the new age technological replacement for older media tech, such as the radios, MP3s, CDs/DVDs, and music channels on television. Renowned labels like SONY music, EMI, Columbia Records, amongst many, have all moved online to YouTube. Though the American population consider iTunes (music streaming platform by Apple) as the main outlet for purchasing music, global K-Pop fans believe in YouTube as a free source to stream music.

A fan is someone who spends their time, money, and energy into supporting their subject of adoration, usually celebrities, through buying albums, concert/ movie tickets, merchandise and help in the process of winning competitions and awards through votes and creating awareness for their admired celebrity (Mohd Jenol & Ahmad Pazil, 2020).Jenkins (1992) defined a fan as an individual harbouring positive affections for a celebrity or a topic of interest. A K-Pop fan is typically a member of a Korean fandom – a collective participation in a subculture based on a shared interest, in this case, Korean music artists, Korean boy bands.

One of the most famous Korean boy bands is BTS. BTS, the famous abbreviation for global K-Pop sensations Bangtan Sonyeondan or Bulletproof boy scout, depicts the challenges of modern-day youth in their music and other media content. Other than quality content from the seven-member band, their fan engagement and social media interaction where they share their collective and personal lives and works and commentaries on various topics and showcase their

interest to their fans has led to them having one of the biggest fans following online.

HYBE, formerly known as Big Hit, has over 64. Million subscribers on YouTube.

BTS' collaboration with American musician Halsey, Boy With Luv, has been viewed

over a billion times since its release in 2019. Their latest music video 'Butter' holds

the record of the most viewed K-Pop video with 108.2 million views in the first 24

hours of release (Statista, 2022). Their success can be credited to their fandom,

ARMY. The fandom is infamous for its support for the group. ARMY have been

reported to spend a fortune to keep BTS' new release 'Butter' at the top of the

Billboards charts for weeks in a row by buying 4-6 albums every week (McIntyre,

2021). BTS alone contributes to 88% of HYBE's sales in 2020 (Dooley & Lee, 2020)

BTS, over the years, have endorsed various commercial products, ranging

from beauty cosmetics to automobiles to the tourism board of South Korea. In

February 2022, Garena announced BTS as their brand ambassadors for the upcoming

campaign called 'Generation Free Fire' or 'Gen FF'. This collaboration will include

new in-game skins designed by the members of BTS themselves, lobby songs for the

game and a two-episode variety show of BTS playing the game and other games on

the Garena and Free Fire YouTube channel.

Garena is an online game developer and publisher. They started off as a start-

up platform for real time gamers to connect and later established as developers and

publishers of several renowned mobile and pc games such as League of Legends,

FIFA online and Fire. In Q2 of 2021, the game had 150 million daily active and over

a billion Google downloads. Facing a political controversy of bans in several

countries for their ties with China, losing 30% of their playing users, Free Fire had to

come up with new marketing campaigns that will bring in more pay to win players for

their third player shooting game (Latić, 2022). Though Free Fire's campaign has a dual launch on the game and their YouTube channel, Garena went for a celebrity collaboration approach. Before that, Louis Vuitton, a luxury apparel brand, announced them as their brand ambassador in 2021. The members were seen wearing the clothes and starred in LV Men's Fall- Winter 2021 in Seoul promotional video that had over 6 million views. Chilsung Cider, South Korea's no.1 carbonated beverage brand, announced BTS as their spokesperson in 2020 to celebrate their 70th anniversary. A series of YouTube commercials were released, as a group and individually, receiving millions and thousands of views respectively. For beauty, Amorepacific, Korean skin care brand, collaborated with BTS on their 'Permission To Dance On Stage' Tour inspired limited edition 'Sweet Purple Dreams!' Laniege lip sleeping mask. Their launch video was viewed over five hundred thousand times.

Other than BTS, Korean boy bands like NCT, under SM Entertainment, and Got7, under JYP entertainment, also have a massive fan base in Thailand. An example of endorsement by members of the boy bands are:

NCT member Jaemin is known for his photography skills other than being an idol in another very popular Korean boyband. Adobe took this opportunity and endorsed his personal hobby and sponsored his segment of the NCT vlog on NCT's official YouTube channel. Na Jaemin doesn't only plug in Adobe Photoshop anywhere he can, he also created a personal vlog segment on the how to of photoshop. The thirteen-and-a-half-minute video on NCT's official channel has received over 500 thousand views. Another one of these endorsed videos receives over 5 million views where he simply edits the boy band's concert video on Adobe Premier Pro during his segment of the 'NCT Relay Cam' vlog.

Got7, a diverse Korean boyband with members from all over southeast Asia, is another big-name boy band that hold huge endorsement power. Bam Bam, the Thai national member of the group, also known as the Thai Prince of K-pop, is seen endorsing brands and product ever since his departure from JYP, Korean entertainment agency. His long running endorsement of the AIS 5G We Are Limitless campaign is seen almost everywhere in Thailand. His latest collaboration under the AIS YouTube channel with AILYNN, Thailand's first virtual influencer, reached over two million views in the first 24 hours of the launch.

This research aims to understand the influence of YouTube ads endorsed by Korean boy bands on the audience. Nazeral (2017) reported that celebrities have a larger effect on consumers' recalling power than content creators, 84:73%.

2.4 YouTube Engagement

Online engagement can be explained as a 'user-initiated action' (Gluck, 2012) which may lead to co creation of value (Brodie et al., 2013). Other researchers have explained engagement on the platform as a multidimensional concept that brings in cognitive and emotional aspects along with behavioural aspects in engagement, i.e., the inclusion of thoughts and feelings alongside actions when engaging online (Hollebeek, 2011). YouTube engagement can be understood through an individual's use of media.

Dessert et al. (2015) studied consumer engagement in online brand communities and discovered three dimensions of engagement: Affective engagement, Cognitive engagement, and Behavioural engagement.

Affective engagement refers to the consumer experience where they feel the enthusiasm of repeated interaction through comments leading to pleasure and enjoyment. Cognitive engagement is the state of mind where the experience concerns the object of engagement. There are two parts to this, attention, and absorption. Attention is when they actively and voluntarily dedicate time to have an online interaction with the brand. Absorption is the inability of the same individual/ consumer to detach themselves from the conversation platform once the interaction has been initiated. Lastly, behavioural engagement happens when the consumer participates on social media, e.g.: through sharing their opinions, experience, knowledge; or liking the content etc.

Khan (2017) studied YouTube audience engagement in two behavioural aspects- participation and consumption, i.e., click based interaction and simple viewing. Engagement in the form of social media participation is not uniform, while some produce hours and hours of media content (UGC), some may hardly contribute to a fraction of it, participation vs. consumption. Supporting this, Shao (2009) also stated that online viewers interact with content in three ways- consumption, participation, and production.

2.4.1 Consumption

All viewing of online media content is consumption. Passive users are audiences who just go online to view a video or just simply scroll through their timeline. Such interaction includes watching a video, reading the comments but not responding. The only interaction a YouTuber gets from such passive viewers are the view counts (Shao, 2009). They are also known as lurkers, users who don't post any

messages in the community (Takashi et al., 2003) and they make up to 90% of many online communities (Nonnecke & Preece, 1999).

2.4.2 Participation

Online participation on social media is typically measured through actions such as comments, shares and like. YouTube, not very different in interface, also have similar features with addition of disliking and uploading the videos. YouTube is a UGC based platform. Most content is created by amateur and professional content creators. More active participants will have more user to user and user to content interaction, for instance, liking the video, sharing it, commenting on it and having an open discussion about it in the comment section below or the community page (Shao, 2009). The study showed participation had the highest level of engagement as it involved viewers to create content supporting the main piece of content, e.g., fan cams or a review video. In this study, such activity will be categorized as a user participation (Khan, 2017).

Comments as UGC on the platform have been considered useful overtime. Other than viewing the video content, viewers may also read the comments under the video posted by other viewers. It has been studied that, in a social media context, comments are UGC hold weight over the way an individual perceives reality and competes against the original creator for influence (Kim & Sun, 2006; Lee & Jung, 2010).

UGC has modified the way content is produced. Social media no longer limits content producers. Users are uploading and sharing videos not only on YouTube but

also other rising video and streaming sites like TikTok and Snapchat but due to their

ephemeral nature, the length of contents are short and brief.

Khan (2017)assessed participation through likes, dislikes, comments, shares,

and uploads. Likes to represent the viewers appreciation of the content. The higher the

likes, the higher the popularity of the tent. Dislikes are the thumbs down button that

lets the viewers express their disapproval of the media. Comments vary from length,

but the text-based descriptions are often opinions or commentary on the video

content. Shares are the conscious decisions that the viewer makes to make the content

be available to their friends and families. Lastly, uploads are considered high level

participation where the viewer shares the content they publish to a wider audience.

Consumption has been assessed through view counts and passive reading of

comments. YouTube provides the features the ability to collect views, i.e., the number

of times a video is viewed. Similar to likes, the higher the view count, the more

popular the video is.

2.5 Consumer Involvement Level

The origin lies in social psychology where "ego involvement" relates to an

individual's relationship with an issue or an object. This concept became the base for

involvement in consumer behaviour. Consumer involvement has been defined by

many researchers in various ways. Goldsmith & Emmert (1991) defined consumer

involvement as the fondness and interest shown by a consumer for a specific product

category. It revolves around a consumer's behavioural and emotional (thoughts and

feelings) towards a product category (Miller & Marks, 1996; Gordon et al., 1998).

Laaksonen (1997) classified consumer involvement in the individual state approach

category. In layman's terms, it is the interaction between the characteristics of both the consumer and the product. The level of product involvement varies with individual consumers rather than being constricted to its product category. To illustrate, household products like detergent can be deemed as high involvement to some consumers as it involves personal health and environmental consequences whereas the same thing wouldn't take up much time and effort to some who already either have a preferred brand or go to a laundromat (Laaksonen, 1999).

According to Zaichkowsky (1986), consumer involvement can be classified into three types: with product, with purchase decisions and with advertisements. He further elaborates on the main antecedents influencing involvement as personal, stimulus and situational factors. The consequences of such consumer involvement may lead to consideration of the importance of the product category to the consumer and the amount of time invested into research (Zaichkowsky, 1986) or the attitude towards the sensory properties of the commodity (Bell & Marshall, 2003).

Most of its definitional concerns arise from the base whether involvement is subject or object oriented (Beatty, Homer, & Kahle, 1988). Scholars like Bloch (1982) refer to involvement as "an internal state reflecting the amount of interest or attention a consumer directs towards a product". On the other hand, Beatty et al. (1988) noted *ego* is not the base of involvement where the consumer allots importance to a product based on their individual values and self-concept but *purchase involvement* which is the interest in the product mentioned by Zaichkowsky (1986).

Building on this, Marshal & Bell (2003) defined product involvement as "the feeling of interest, excitement, motivation and enthusiasm that consumers have about a specific product category; thus, being product specific". They further went on to

classify involvement on the degree of effort and time that the consumer puts into the decision making of the product while considering social and financial risks (Bell & Marshall, 2003).

High involvement products involve an individual to invest more effort into product research before making a rational purchase decision. Low involvement products do not require the extra effort and time in the pre-purchase stage of decision making.

A study by MacInnis et al. (1991) and confirmed by Janssens & De Pelsmacker (2005) found that consumers with higher involvement level during the pre-purchase decision stage showcased a higher quality of perception. Another study by Zaichkowsy (1985) found that consumers are not restricted to a level of involvement (high or low) regarding the product type in purchase.

In context to third party influence, the higher the involvement, the lower the impact of celebrities on the purchase decision (Kahle et al., 1980; Kahle & Timmer, 1983). The same influence of a third party, namely a celebrity, is heightened for a low involvement product.

A peripheral route of persuasion is taken for a product that requires lower cognitive efforts (low involvement) whereas a central route is taken for a logical analysis of a high involvement purchase decision (Roser, 1990; Vaidyanathan & Aggarval, 2001; Wand et al., 2019). Involvement has been understood as the level of an individual consumer's personal relationship with a product/ service comprising perceived value, risk, and importance. The significance is based on the recognition of antecedents (causes) and consequences (effects) (Antonides & Van Raaij (1998).

Kapferer & Laurent (1985) developed the five facets of involvement which categorises involvement into interest, hedonic value, symbolic value, importance, and perceived risk of purchase. For this research, Mittal & Lee's (1989) adaptation of the scale will be focused on. They developed the PDI (Purchase Decision Involvement) scale which measures product involvement alongside brand. They argued that only one of the five facets by Kapferer and Laurent (1985) defined product involvement, i.e., interest in the product. The other four are mere antecedents of involvement.

An apparent research gap is seen in context to product type and online marketing, especially in the realm of YouTube. Therefore, this study aims to find the influence that YouTube Ads including Korean boy bands have on consumer purchase decisions for product categories games, food and beverages, clothing and skin care, each varying in the involvement level.

2.6 Purchase intention

A plethora of past research has studied the purchase intentions of consumers. Shah et al., (2012) described it as decision making that studies the reason behind a consumer's decision to buy a particular brand. A consumer's purchase intention is a situation where they buy a certain specific product or brand in a specific condition (Morinez et al., (2007) as cited by Mirabi et al., 2015).

To understand the process of purchase intention as a decision-making process, it is important to understand that it is only one phase of the process that arises only after a need is recognized by the consumer. Internal and external stimulation is required. Internal stimulation is the basic human needs like hunger and thirst which may lead to intention of purchase of drinks and food immediately. External

stimulation is the desire aroused by advertisements, interest, admiration of the product or other external influence (word of mouth, celebrity endorsement, etc.) (Kotler, 2008).

In consumer behaviour, an individual goes through six steps before making a purchase: awareness, knowledge, interest, preference, persuasion and then finally purchase (Kotler & Armstrong, 2010). Purchase intention of a consumer is also said to be influenced by other factors such as brand names, product quality and advertisements efforts by the brand (Kawa, Rahmadiani, & Kumar, 2013; Mirabi, 2015). Kotler & Armstrong (2010, as cited in Kawa et al, 2013) proposed the six stages of a consumer's buying decision process: awareness, knowledge, interest, preference, persuasion, and purchase. After the recognition of the need, the consumer puts in effort to gather more information regarding the product. The individual is then bombarded with a plethora of choices where they need to evaluate them which leads to purchase intention depending on the level. This ends with the buying decision of to buy or not to buy. Consumers perceive low cost and simply packed products are a high-risk product as their quality seems untrustworthy (Gogoi, 2013).

External factors have proven to have an easy influence on purchase intention on consumers' decision-making journey. Word of mouth being an appropriate illustration of this an influence on the purchase intention of the consumer regarding a product during the information search period. Sheu (2010) reported that product attributes, price and endorser performance had an effect on the purchase intention of the consumer.

YouTube advertisements and product placement in the videos have been discovered to have a huge positive impact on a consumer's attitude regarding the

correlation between the advertisements and purchase intention (Lai, Lai, & Chiang, 2015). Yuksel (2016) identified elements of the platform that is unique and has shown positive effects on a purchase intention of the viewer. The perceives usefulness, attitude towards purchase, perceived credibility and purchase intention were concluded to have shown effect on the perceived credibility of the video.

Not only did the elements and characteristics of the video and influencers matter but also a consumer's intention and attitude towards purchasing as a consumer behaviour needs to be taken into consideration. Consumers with a positive attitude towards the products or brands after exposure to the YouTube video are more likely to purchase those items (Yuksel, 2016). Brand perception also have shown a positive correlation with purchase intention among the Thai audience (Rinnapat Viratthanant & Worawan Ongkrutraksa, 2018) alongside with consumer engagement online (Bismo & Putra, 2019).

This study adopted the assessment scale from the works of Yuksel (2016)to construct the survey to measure the purchase intention of the target based on its dimensions that studies a consumer's decision-making process before purchase, i.e., Considering purchasing, shall purchase, intend to purchase, product trial and intend to consider.

2.7 Related studies:

In recent research, journals have seen a rise in texts studying the Korean wave in regards with other communication variables such as engagement, source characteristics and marketing concepts such as purchase.

Recently, Bu & Kim (2021) conducted research to examine the effects of celebrity endorsement in advertisements involving the personal social media use of the celebrities, in this study its BTS. They hypothesized that the shared stories online by the celebrities and their fans would affect the online response of the fans (Likes, dislikes, shares, and comments). They analyzed audience responses on 12 BTS endorsed advertisements on social platforms like YouTube. They concluded with higher ration of acceptance through likes and even higher participation like commenting, 1800 comments were analyzed (Bu & Kim, 2021).

Yuksel (2016) conducted research to understand factors influencing purchase intention in YouTube videos. The focus was on the subscribers/ followers of two vloggers on the platform about beauty and makeup. The study aimed to state the factors that influence purchase intention of a consumer after watching YouTube videos for significant products. The findings confirmed the impact of YouTube videos related to the product on a consumer's purchase decision.

Schwemmer & Ziewiecki (2018) analysed product promotion on YouTube by compiling a dataset from content uploaded on YouTube in Germany. They identified the top 100 channels with the most subscribers in June 2017. The results showed that there is an upward trend on YouTube for using referral links and direct collaboration with actual video content.

Dasopa (2013) studied the determination of decision making in Korean cosmetic surgery. The research investigated the factors influencing the decision making of a consumer regarding cosmetic surgery. The study distributed a questionnaire to collect data which showed that celebrity endorsement and career progress play a very

important role in the consumer decision making progress, especially in a cosmetic/ beauty industry like plastic surgery in Korea

Schwemmer & Ziewiecki (2018) studied increasing product promotion on YouTube. They found that Youtubers have an increasing influence on their audiences' buying decisions, especially in the beauty and fashion category.

Cai et al.(2009) examined the endorsement effectiveness of a celebrity and non-celebrity towards increasing purchase intention and product involvement. Two sets of questions were developed to measure the participants' purchase intention and affect upon viewing product specific print ads that were endorsed by selected celebrity and other non-celebrity. Targeting ages 18-24, the results showed a higher positive relation between purchase intention and celebrity endorsers than non-celebrity endorsers. They also noted that celebrity endorsers had higher effects on increasing purchase intention regarding high involvement products in comparison to low involvement commodities.

2.8 Conceptual Framework

Figure 3: Conceptual framework
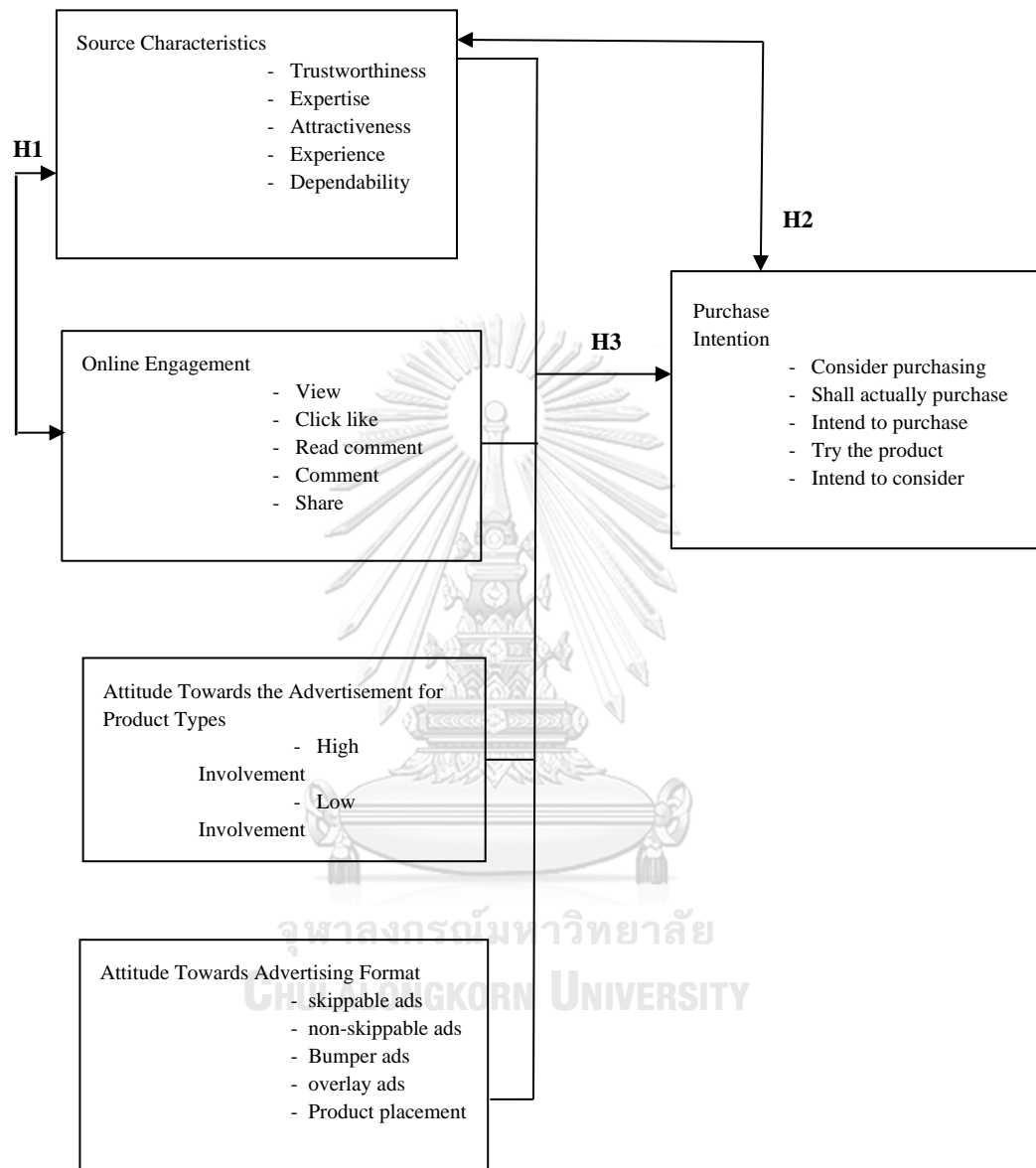
CHAPTER 3 METHODOLOGY

This chapter provides an overview of the research methodology for conducting this research. It comprises population and sample size, sampling techniques, research instruments and the measure of the variables.

3.1 Research Methodology

This study has taken a quantitative approach by using online questionnaires of 400 male and female participants that have been exposed to YouTube videos of Korean boy bands endorsing products in the game, luxury apparels, food and beverages and skin care categories. The period of the research spans a month in the year 2022.

3.2 Population and Sample

The data were collected from 400 respondents, irrespective of their gender. Social media including YouTube has emerged as an interactive tool for young adults (Berryman et al., 2018)with a considerable number of users falling in the age group of 18–34 years (Talwar et al., 2020a; YouTube, 2020). YouTube has 42.80 million users in Thailand in the first quarter of the year 2022 and YouTube ads have reached 78.5% of the total internet users in January 2022 (Kemp, 2022). The highest number of social media users fall between the ages of 25- 34 and closely followed by ages between 18- 24 in Thailand (Kemp, 2021). Thus, the ages of 18- 35 were used in this study.

Due to time constraints, the study is conducted only in the Bangkok Metropolitan area. During the month of survey data collection, the number of sample suitable for

the use of multivariate regression analysis statistics should be 5-10 times the index (Hair, et al., 2010). The study consists of 25 questions, hence the approximate sample size 250. The number of samples does not interfere with the calculation of the statistics, therefore 408 respondents as the total sample size is used (Henseler et al., 2016).

3.3 Sampling Techniques

This research uses the non– probability methods utilizing purposive sampling method. Questionnaires were distributed to participants between the age of 18-35, who have been exposed to YouTube video/s that star's Korean boy bands endorsing a product in the following category - games, clothing, food and beverages and skin care. Preliminary questions are used to screen out respondents who don't meet the criteria. The questionnaire was distributed online through social media such as Twitter and Facebook.

3.4 Research Instrument

The questionnaire is categorized into 7 sections, starting from preliminary questions, demographic, source characteristics, online engagement and purchase intention. The 27 questions survey is distributed in two languages, English and Thai. The valid respondents are given the choice to select an answer which matches their attitude on a 5-point Likert scale chart.

1. Preliminary questions

   To collect valid responses, two questions were asked to establish that they have been exposed to a YouTube with a Korean boy band endorsement in the

specified categories and that they fall under the age range of 18-35. Only those that meet the requirements can answer further.

2. Demographics

The respondents answer general demographic questions such as specific age category between 18-35, gender, education level, occupation and over all time spent on YouTube daily.

3. Source characteristics

To understand the influence of the boyband's credibility and attractiveness in the endorsement of the products on the audience, Ohanian's (1990) credibility scale was adapted and compressed into four questions with 5 subcategories of the dimensions measuring dependability, trustworthiness, experience, expertise and attractiveness.

4. YouTube Ad Format

To study the influence of different ads formats on the platform, the current advertisement options are adapted to frame 5 questions understanding the consumers' preferences. The five main advertising formats being skippable ads, non-skippable ads, bumper ads, overlay ads and product placements.

5. Online Engagement

This section comprises five questions which measure the likability of the respondents to engage in the social features provided by YouTube on the platform

such as viewing, clicking like, reading comments, commenting, sharing content (Khan, 2017).

6. Product Type

This section has two questions measuring the cognitive involvement that goes into purchasing decisions of a consumer. The two types of involvement are high involvement that requires more time and effort from a consumer before deciding and low involvement where not much effort or thinking is involved (Kahle et al., 1980).

7. Purchase intention

The last section has five questions intending to understand the purchase intention of the viewers after being exposed to the endorsed video content on YouTube. Adapted from Yuksel (2016), they measure the intention of the respondents to purchase the endorsed products based on willingness, opportunity, trial, consideration, and likelihood.

3.5 Measurement of the variables

Three variables are studied in this research which includes source characteristics, engagement, and purchase intention. The aim of this research is to study each variable in general and the correlation between them.

3.5.1 Research Hypothesis

1. There is a relationship between online engagement and source characteristics.

2. There is a relationship source characteristics and purchase intention.

3. Source characteristics, online engagement, advertisement format and product involvement influence purchase intention.

3.5.2 Check for Reliability and Validity

It is imperative for any research to check for reliability and the validity of the instruments used to assess the variables. Reliability is understood as the stability of the findings through the measurement, the consistency whereas validity determines the accuracy of the measure, the truthfulness of the results (Carmines, 1979; Altheide & Johnson, 1994).

Cronbach's Alpha is applied to establish validity and reliability of the online survey. A pre-test with 30 samples is conducted with the acceptance level of 0.7 for all the variables is to be considered correlated.

Table 1: Cronbach Alpha Reliability and validity for the variables

Variable	**Cronbach Alpha reliability**
Source characteristics	0.819
YouTube Engagement	0.914
Product involvement type	0.766
YouTube ads format	0.813
Purchase intention	0.822

3.6 Data Collection and Data Analysis

The data is collected in the months of April to June 2022 using an online questionnaire as the instrument. SPSS (Statistical Package for the Social Sciences) program is used to assess and analyze the gathered data.

The analysis of the results was described through descriptive statistics, which includes the means, standard deviation, and frequency. Pearson's Product Moment Correlation is used to assess the correlation between the variables. The finding will include the use of multiple regression analysis to test the influence of the independent variable (source characteristics and online engagement) on the dependent variable (purchase intention). The results of this study are reported in the next chapter.

Table 2:Likert Scale Calculation

Level of Agreement	Score
Strongly Agree	5.00
Agree	4.00
Somewhat Agree	3.00
Disagree	2.00
Strongly Disagree	1.00

Pearson's Product Moment Correlation is used to explore the correlation of the variables, based on the model by Okveja and Ongkrutraksa (2017).

Table 3: Pearson's Product Moment Correlation

Range	Correlation Strength
0	No positive association
0 – 0.25	Very weak positive association Weak
0.025 – 0.50	positive association
0.50 – 0.75	Moderate positive association
0.75 – 1	Very strong positive association
1	Perfect positive association

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Chapter 4 Results

The research study of 'Factors Influencing Consumers' Purchase Intention Towards Products Endorsed by Korean Boy Bands on YouTube' was conducted via a quantitative research method. A 31 questions survey was created comprising 2 screening questions, 7 demographic questions and the remaining 22 questions referring to the variables (YouTube engagement, Ad formats, Source Characteristics, Product Involvement and Purchase intention). Exponential non-discriminative snowball sampling method was explored to share the questionnaire online. The survey was shared on Twitter, Facebook, Instagram, and Line groups and received 410 valid responses.

4.1 Findings from Descriptive analysis

4.1.1 general description

4.1.2 descriptive results of the variables

4.1.1 General Description

This part illustrates the general demographic data of the respondents. This section represents the age, gender, education level, occupation, YouTube Usage per day and their affiliation to popular Korean boy bands. Four hundred and ten valid responses were analysed for this research.

Table 4: Demographic Characteristics of the sample

Baseline Characteristics	*n*	*%*
Sex		
male	110	26.96
female	289	70.83
other	9	2.21
Age		
18 – 29	347	85.05
30 – 35	61	14.96
Education		
Secondary school or equivalent	58	14.22
Bachelor's degree	231	56.62
Master's degree	115	28.19
Doctor of Philosophy	4	0.98
Occupation		
Employee	117	28.68
Student	151	37.01
Civil service	23	5.64
Private employee	67	16.42
Business owner	20	4.90
Unemployed	23	5.64
Other	7	1.72

Note. n = 408, n is the sample

Table 4 shows the demographic characteristics of the samples. When classified by gender It was found that the samples were more females than males. of which 289 were female, accounting for 70.83%, while 110 were male, accounting for 26.96%, and 9 others, accounting for 2.21%.

When classified by age, it was found that most of the samples were aged between 18-29 years, 347 people, representing 85.05%, and in the age group 30-35 years, 61 people, representing 14.96%.

The majority of the sample group held 231 bachelor's degrees or 56.62%, followed by 115 people who graduated with a master's degree, accounting for 28.19 percent, 58 people accounting for secondary school or equivalent, 14.22%, and Doctor of Philosophy level, 4 people, representing 0.98%

The majority of the sample consisted of 151 students, accounting for 37.01%, followed by occupational employees of 117 people, accounting for 28.68 percent, private employees of 67 people, making up for 16.42 percent, civil service and unemployed equal, or 23 people, accounted 5.64%, business owners amounted to 20 persons, or 4.91%, and 7 individuals responded as other, or 1.72%.

Table 5: Sample behavior and preference

Behaviour of watching	*n*	*%*
Exposure of YouTube ads with Korean boy bands in the past 6 months for the different categories		
Game	206	50.49
Clothing	258	63.76
Food and beverage	294	72.06
Body care product	304	74.51
Duration		
Less than 1 hr.	25	6.13
1 – 2 hrs.	151	37.01
3 – 4 hrs.	138	33.82
more than 4 hrs.	94	23.04
Preferred Korean boy band		
EXO	98	3.23
NCT	274	9.02
Seventeen	165	5.43
TXT	216	7.11

GOT7	640	21.07
Enhypen	288	9.48
Treasure	63	2.07
AB6IX	160	5.27
others	1,134	37.33

Identity as fans of the preferred boy band

Yes	214	52.45
No	194	47.45

Note. n is the number of answers

Table 5 showing the viewing behaviour of the sample group, it was found that the sample group saw a YouTube video with a Korean boy band sponsoring a product in the game category of 206 people representing 50.49 % of the game category, clothing category had 258 people accounting for 63.76%, food and beverage category had 294 people accounting for 72.06%, and body care product category had 304 people accounting for 74.51%.

Time consumed by the sample group on YouTube daily were distributed as 25 people (6.13%) are on it for less than 1hour daily, 151(37.01%) respondents spend 1-2 hours, 138 (33.82%) respondents spend 3- 4 hours a day and the remaining 94 respondents (23.04%) spend more than 4 hours a day on the YouTube app.

Keeping in mind that this was a multiple-choice question where the respondents could choose more than one answer, 98 people from the sample group liked the Korean boy band, EXO, accounting for 3.23%, Seventeen received 165 or 5.43%. The sample group liked the Korean boy band TXT, amounting to 216 people accounting for 7.11%; GOT7 received 640 responses, accounting for 21.07%. Korean band Enhyphen received 288 responses (9.48%). Korean boy band Treasure had 63 responses accounting for 2.07%, 160 people in the sample group liked the Korean boy band AB6IX, accounting for 5.27%. 1,134 responses were received by people filling out the 'Other' section making up for 37.33%.

In addition, 214 people, accounting for 52.45%, responded to identify as a fan of the preferred boy band while 194 people, accounting for 47.45%.did not identify as members of the fandom.

4.1.2 Descriptive results of the variables

Table 6: Frequency, Means, and Standard Deviation of Source characteristics.

Source characteristics	Levels					*M*/ (*SD*)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Un decided (%)	Agree (%)	Strongly agree (%)		
Dependability	22 (5.39)	21 (5.15)	101 (24.75)	196 (48.04)	68 (16.67)	3.65/ (0.99)	high
Trustworthiness	22 (5.39)	22 (5.39)	110 (26.96)	181 (44.36)	73 (17.89)	3.64/ (1.01)	high
Experience	30 (7.35)	50 (12.25)	122 (29.90)	142 (34.80)	64 (15.69)	3.39/ (1.11)	high
Expertise	43 (10.54)	63 (15.44)	138 (33.82)	125 (30.64)	39 (9.56)	3.13/ (1.12)	modera te
Attractiveness	7 (1.72)	16 (3.92)	68 (16.67)	110 (26.96)	207 (50.74)	4.21/ (0.97)	Very high
Average of Response Level						**3.604**	**high**

Note. Cronbach's Alpha = 0.819

Table 6 shows the response level of Source Characteristics. It was found that

the sample group had the mean of the response level at a high level for sub variables

Dependability, Trustworthiness and Experience whereas a slight drop in the response

level for Expertise to moderate and then very high response to Attractiveness with the

mean score of 4.21, followed by Dependability, an average of 3.65, Trustworthiness

with an average of 3.64 and Experience with the mean of 3.39, and an average of 3.13

for Expertise, respectively.

Table 7: Frequency, Means, and Standard Deviation of Online engagement

Online engagement	Levels					*M*/ (*SD*)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Un decided (%)	Agree (%)	Strongly agree (%)		
View	38 (9.31)	40 (9.80)	85 (20.83)	123 (30.15)	122 (29.90)	3.62 (1.26)	high
Click like	41 (10.05)	27 (6.62)	97 (23.77)	130 (31.86)	113 (27.70)	3.61/ (1.23)	high
Read comment	63 (15.44)	58 (14.22)	110 (26.96)	110 (26.96)	67 (16.42)	3.15/ (1.29)	moderate
Comment	117 (28.68)	78 (19.12)	83 (20.34)	96 (23.53)	34 (8.33)	2.64/ (1.33)	moderate
Share	121 (29.66)	42 (10.29)	92 (22.55)	97 (23.77)	56 (13.73)	2.82/ (1.43)	moderate
Average of Response Level						**3.168**	moderate

Note. Cronbach's Alpha = 0.914

Table 7 shows a medium response level. It was found that the sample group

had the mean of responses to be moderate. There are 2 high levels and 3 moderate

levels of responses.

When considering each item, it was found that the variables with the response level score were in order from the highest was View with an average of 3.62, followed by Click like with an average of 3.61, Read comment with an average of 3.15, Share with an average of 2.82, and Comment with an average of 2.64, respectively.

Table 8: Frequency, Means, and Standard Deviation of Attitude towards advertisement for product type.

Attitude towards advertisement for product type	Levels					*M*/ (*SD*)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Un decided (%)	Agree (%)	Strongly agree (%)		
High involvement	16 (3.92)	48 (11.76)	105 (25.74)	164 (40.20)	75 (18.38)	3.57/ (1.04)	high
Low involvement	25 (6.13)	68 (16.67)	89 (21.81)	156 (38.24)	70 (17.16)	3.44/ (1.14)	high
Average of Response Level						**3.505**	**high**

Note. Cronbach's Alpha = 0.766

Table 8 shows a high response level. It was found that the sample group had the mean of the response level at a high level with both sub variables ranking at a high level.

When considering each item, it was found that of the variables with the response level score, the highest was High involvement with the mean of 3.57, followed by Low involvement, the mean of 3.44, respectively.

Table 9: Frequency, Means, and Standard Deviation of Attitude towards advertising format.

Attitude towards advertising format	Levels					*M*/ (*SD*)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Un decided (%)	Agree (%)	Strongly agree (%)		
Skippable ads	30 (7.35)	59 (14.46)	70 (17.16)	108 (26.47)	141 (34.56)	3.66/ (1.28)	high
Non-skippable ads	97 (23.77)	52 (12.75)	119 (29.17)	97 (23.77)	43 (10.54)	2.85/ (1.31)	moderate
Bumper ads	86 (21.08)	81 (19.85)	115 (28.19)	99 (24.26)	27 (6.62)	2.75/ (1.22)	moderate
Overlay ads	58 (14.22)	80 (19.61)	133 (32.60)	109 (26.72)	28 (6.86)	2.92/ (1.14)	moderate
Product placement	81 (19.85)	68 (16.67)	142 (34.80)	81 (19.85)	36 (8.82)	2.81/ (1.22)	moderate
Average of Response Level						**2.998**	**moderate**

Note. Cronbach's Alpha = 0.813

Table 9 shows a moderate response level. It was found that the sample group had the mean of the response level of moderate with 1 sub variable at high level and the remaining 4 at moderate.

When considering each item, it was found that the variable with the response level score the highest was Skippable ads with an average of 3.66, followed by Overlay ads with an average of 2.92, Non-skippable ads with an average of 2.85,

Product placement with an average of 2.81, and Bumper ads with an average of 2.75,

respectively.

Table 10: Frequency, Means, and Standard Deviation of Purchase intention.

Purchase intention	Levels					*M*/ (*SD*)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Un decided (%)	Agree (%)	Strongly agree (%)		
Consider purchasing	14 (3.43)	73 (17.89)	161 (39.46)	122 (29.90)	38 (9.31)	3.24/ (0.97)	moderate
Shall purchase	38 (9.31)	96 (23.53)	132 (32.35)	117 (28.68)	25 (6.13)	2.99/ (1.07)	moderate
Intend to purchase	15 (3.68)	83 (20.34)	182 (44.61)	114 (27.94)	14 (3.43)	3.07/ (0.874)	moderate
Try the consider	6 (1.47)	82 (20.10)	157 (38.48)	149 (36.52)	14 (3.43)	3.20/ (0.85)	moderate
Intend to consider	13 (3.19)	60 (14.71)	157 (38.48)	156 (38.24)	22 (5.39)	3.28/ (0.89)	moderate
Average of Response Level						**3.156**	moderate

Note. Cronbach's Alpha = 0.822

Table 10 shows a moderate level of response. It was found that the sample

group had the mean of the response level moderate in for which all 5 sub variables

received moderate level of response.

When considering each item, it was found that the variable with the response

level score, the highest was Intend to consider, with an average of 3.28, followed by

Consider purchasing, with an average of 3.24, Try the Consider, with an average of

3.20, Intend to purchase with an average of 3.07, and shall actually purchase, with an

average of 2.99, respectively.

4.2 Hypothesis Testing

From Table 8, the Pearson correlation coefficient between Source

Characteristics and Online Engagement showed that the Source Characteristics and

Online Engagement had a positive relationship at the Weak positive association level

at a significance level of 0.05, thus satisfying the hypothesis.

When considering the Online Engagement sub variables, it was found that

Source Characteristics The relationship with View, click like, read comment,

Comment and Share was at Weak positive association level at the significance level

of 0.05, thus following the assumptions set.

Pearson' Product Moment Correlation

H 1: *There is a relationship between online engagement and source characteristics*

Variable 1   Source Characteristics

Variable 2   Online Engagement

Table 11: Correlations between Source characteristics and Online Engagement.

Online Engagement	Source Characteristics	
	r	Correlation Strength
View	0.438*	Weak positive association
Click like	0.479*	Weak positive association
Read comment	0.370*	Weak positive association
Comment	0.364*	Weak positive association
Share	0.361*	Weak positive association
Total	0.483*	Weak positive association

Note. * $p < 0.05$

Pearson' Product Moment Correlation.

H 2: *There is a relationship source characteristics and purchase intention.*

Variable 1   Source characteristics

Variable 2   Purchase Intention

Table 12: Correlations between Source characteristics and Purchase intention

Purchase Intention	Source Characteristics	
	r	Correlation Strength
Consider purchasing	0.087	Very weak positive association
Shall actually purchase	0.211*	Very weak positive association
Intend to purchase	0.183*	Very weak positive association
Try the consider	0.206*	Very weak positive association
Intend to consider	0.185*	Very weak positive association
Total	0.219*	Very weak positive association

*Note. * $p < 0.05$*

Table 12 illuminates Pearson's correlation coefficient between Source

Characteristics and Purchase Intention and found that Source Characteristics and

Purchase Intention had a positive correlation at the Negligible positive association

level at a significance level of 0.05, thus meeting the hypothesis.

When considering the sub variables of Purchase Intention, it was found that Source Characteristics The correlation with Shall actually purchase, intend to purchase, Try the consider and intend to consider were at the Negligible positive association level at the significance level of 0.05, so this was in accordance with the assumptions. Negligible positive association

Multiple Regression Analysis

H 3: Source characteristics, online engagement, advertisement format and product involvement influence purchase intention.

Independent variables: Source Characteristics (dependability, trustworthiness, experience, expertise, attractiveness), Engagement (click like, read comment, comment, share), Product Involvement level (high involvement, low involvement), YouTube ad format (skippable ads, non-skippable ads, bumper ads, overlay ads, product placement)

Dependent variables: Purchase Intention

Table 13 shows the multiple regression analysis by stepwise method which is the most suitable forecasting method. The most economical model was obtained. It was found that the variables of exposure and attitude (Dependability, Trustworthiness, Experience, Expertise, Attractiveness, View, Click like, Read comment, Comment, Share, High involvement, Low involvement, Skippable ads, Non skippable ads, Bumper ads, Overlay ads, and, Product placement) total 17 variables, three of these sub variables had an influence on consumers' purchase intention, namely Click like

(Beta = 0.108), Low involvement (Beta = 0.074), and Product placement (Beta = 0.267), with the significance of up to 31% at the 0.05 level. Even though product involvement variable didn't show any significance, its sub variable showed a positive influence over the dependent variable (Low involvement Beta = 0.074).

Table 13: Regression Coefficients of Predictors for Intention to Buy.

Variable	B	SE	95% CI		p
			LL	UL	
constant	1.757	0.124	1.514	2.000	0.000*
Source Characteristics					
Dependability	0.007	-	-	-	0.875
Trustworthiness	0.035	-	-	-	0.456
Experience	0.001	-	-	-	0.984
Expertise	-0.052	-	-	-	0.268
Attractiveness	0.010	-	-	-	0.822
Online Engagement					
Click like	0.108	0.026	0.056	0.160	0.000*
Read comment	-.015	-	-	-	0.796
Comment	0.007	-	-	-	0.878
Share	0.055	-	-	-	0.286

Product involvement level

High involvement	0.045	-	-	-	0.307
Low involvement	0.074	0.028	0.019	0.130	0.009*

YouTube ads format

Skippable ads	0.031	-	-	-	0.467
Non-skippable ads	0.054	-	-	-	0.247
Bumper ads	-0.025	-	-	-	0.605
Overlay ads	-0.089	-	-	-	0.084
Product placement	0.267	0.026	0.216	0.319	0.000*

Note. $F_{(3,403)} = 61.896$, $R^2 = 0.315$, $* p < 0.05$

Table 14: Finding Summary

Hypothesis	Significance	Result
H1	r = 0.483	Weak positive association
H2	r = 0.219	Very Weak positive association
H3	B = 0.267	Product placement
	B = 0.108	Click like
	B = 0.074	Low involvement

Chapter 5 Summary and Discussion

5.1 Summary

The objective of this research is to study the factors (source characteristics, YouTube engagement, YouTube ad formats, and product involvement level) that influence purchase intention of Thai audiences for products endorsed by Korean boy bands. In addition, this research was conducted to understand the relationship between the variables - source characteristics of the Korean boy bands and engagement on YouTube while shedding light to the correlation of between source characteristics and purchase intention of audience exposed to advertisements endorsed by Korean boy bands on YouTube. Thus, this study will provide explanation to the following research questions:

1. What are source characteristics, attitude towards advertisement format, engagement, attitude towards advertisement product type and purchase intention of products endorsed by Korean boy bands on YouTube?

2. Is there a relation between online engagement and source characteristic of Korean boy bands on YouTube?

3. Is there a relationship between source characteristic and purchase intention of the products endorsed by Korean boy bands?

4. What is the influence of online engagement, source characteristics and attitude towards advertisement format of Korean boy bands endorsing products on

YouTube on purchase intention and the attitude towards advertising of the product type?

There are three hypotheses aims to test in this paper including:

1. There is a relationship between online engagement and source characteristics.

2. There is a relationship source characteristics and purchase intention.

3. Source characteristics, online engagement, advertisement format and product involvement influence purchase intention.

This research applied the quantitative approach with a sample size of 408 valid participants through the distribution of online surveys. The participants were sent the questionnaire through a purposive snowballing method on online platforms like Facebook, Instagram, Twitter, and Line, who fit the age range of 18- 35 and have been exposed to an advertisement endorsed by any Korean boy bands in the past 6 months (January - June 2022) in at least one the following categories - game, fashion, food and beverages and/or cosmetics. Preliminary questions were asked to screen the participants who fit the criteria mentioned.

The questionnaire was divided into seven sections which included two screening questions, six general demographic questions, five source characteristics, five YouTube engagement, two product involvement, five YouTube ads formats and last five on purchase intention of the respondents on the products endorsed by Korean boy bands.

Analysis of the data collected was processed in SPSS (Statistical Package for Social Science) to present the descriptive statistics, i.e., mean, percentage and standard deviation) and the inferential statistics to elaborate and confirm the correlation of the variables in study.

Demographic

From the total of 408 respondents, 70.83% were females (289) and 26.96% were males making 26.96% while the remailing 9 respondents accounting for 2.21% identified as others. The largest chunk of the sample group, 347 individuals, aged between 18- 29 making up 85.05% while the second range of 30-35 were represented by 61 respondents making up for the remaining 14.96%. most of the sample group held a bachelor's degree, 56.62% followed closely by a higher educational level of master's degree (28.19%). In terms of occupation, the majority were still students of some sort making the 37.01% of the total sample group closely followed by office employees, 117 respondents or 28.68%.

Source characteristics

Source characteristics were understood though five dimensions - dependability, trustworthiness, experience, expertise, and attractiveness. Through the analysis of the data collection, it was concluded that the five dimensions of the variable received a high level of response with attractiveness being the most recognized feature of the Korean boy bands' credibility as a celebrity endorser with the M= 4.2, SD = 0.97. Out of the other sub variables – dependability ($M = 3.65$, $SD = 0.99$), trustworthiness ($M = 3.64$, $SD = 1.01$), experience ($M = 3.39$, $SD = 1.11$) and

expertise (M = 3.13, SD = 1.12), The results show that their credibility is based on their physical attraction rather than their knowledge or experience on the products endorsed.

Online Engagement

Online engagement refers to the process of engagement available on YouTube as a platform, such as viewing the video, clicking like, reading comments, commenting, and sharing content. The results show that the sample group were more engaging to consumption-based actions rather than participatory behaviour on YouTube. Viewing ((M = 3.62, SD = 1.26) and clicking (M = 3.61, SD = 1.23) had the highest mean score in comparison to other actions - reading comments (M = 3.15, SD = 01.29) where they will have to scroll all the way down, commenting (M = 2.64, SD = 1.33) or sharing (M = 2.82, SD = 1.43).

YouTube advertising format

YouTube advertisement format refers to the categorization of product promotion content on YouTube's expanded advertising methods. The five formats studied in the research are skippable, non-skippable, bumper, overlay and product placement. With the overall mean score of 2.998, it is concluded that the respondents have a moderate level of attitude towards these advertisement formats, scoring as skippable M = 3.66, SD =1.28, non-skippable M = 2.85, SD = 1.31, bumper M = 2.75, SD = 1.22, overlay M = 2.92, SD = 1.14 and product placement M =2.81, SD = 1.22.

Product involvement level

High involvement products that require an individual to invest more effort into product research before making a rational purchase decision ($M = 3.57$, $SD = 1.04$). Low involvement products do not need the extra effort and time in the pre-purchase stage of decision-making $M = 3.44$, $SD = 1.14$). The overall mean score of the variable stands at 3.505 showing a high response level.

Purchase intention

Purchase intention refers to the dimensions of likelihood of purchase intention in a consumer's decision-making process, i.e. Consider purchasing ($M = 3.24$, $SD= 0.97$) shall actually purchase ($M= 2.99$, $SD = 1.07$), intend to purchase ($M = 3.07$, $SD = 0.874$), try the product ($M = 3.20$, $SD = 0.85$) and intend to consider the product ($M = 3.28$, $SD =-.89$). The analysis summarizes that out of the five dimensions of purchase intention used in this research, the intention to consider purchasing represented the attitude of the audience towards the product endorsement of Korean boy bands.

Inferential Statistical Analysis

Hypothesis 1:

The correlation test was conducted by using Pearson's Correlation to explore if the variables are correlated. The result indicated that there was a weak positive association between source characteristics and online engagement with the significance level of 0.05 with r = 0.483.

Hypothesis 2:

It was also found that source characteristics and purchase intention had very weak positive association at the significance level of 0.05 with r = 0.219. It represents that there is a positive association however the degree of the relation is not strong enough to form any influence.

Hypothesis 3:

Lastly a multi variate regression was conducted between the independent sub variables and dependent variables. The results show that only 2 (Online engagement and Advertising formats) had a positive influence on the dependent variable (purchase intention) with the beta score of 0.750 (advertising format) and 0.045 (engagement).

Upon analysis the sub variables, it was found that product placement on YouTube ads format (B = 0.267), clicking like on YouTube content (B = 0.108) and low involvement level (B = 0.074) showed a positive influence on purchase intention of the audience.

The implications of these findings are discussed in the chapter. It presents the summary and analysis of the data collected, discussion, practical implication, limitations of the study and suggestions for future research.

5.2 Discussion

The findings from the study on the factors that influence purchase intention on products endorsed by Korean boy bands on YouTube have illuminated useful insights

for the variables, such as, source characteristics, YouTube engagement, YouTube ads formats and product involvement type, and their relationship with purchase intention.

Hypothesis 1: There is a relationship between online *engagement and source characteristics.*

It was found that there is a weak positive association between source characteristics and online engagement in this analysis. It can be suggested that though the source characteristic of the endorser may have little influence to the engagement type for content on YouTube, it doesn't mean there is no engagement. Similar to Lou et al., (2019), consumers tend to participate and engage more with the content with influencers or celebrities rather than brands. There is a possibility that the source characteristic of the product brand and the endorser are incongruence that may lead to lesser engagement.

Hypothesis 2: There is a relationship source characteristics and purchase intention.

Other notable findings, the results show that there is a positive relationship between the two variables even though it is a weak correlation. Analysis resulted in the following mean score showing the impact of the sub variables- dependability M= 3.65, trustworthiness M= 3.64, experience M= 3.13, expertise M= 3.13 and attractiveness M= 4.21.

According to the result from the analysis, it shows that attractiveness plays a big part in the influence of a Korean boy band with the highest level of response to the sub variable than any other. It is closely followed by dependability and

trustworthiness and experience. The results show that the respondents find the

endorser's attractiveness to be the most influential feature. considering the sample size

has been exposed to advertisement for cosmetics the most (74.51%). However, the

data analysis shows a negligible positive association between source characteristics

and purchase intention. According to Dasopa (2013), celebrity endorsement plays a

very important part in consumer decision making especially when it comes to

cosmetics, this data shows that, though attractiveness of the Korean boy bands is the

strongest association for the audience in all the sub variables, source characteristics as

a complete variable does not have a strong influence on the purchase intention of the

consumers on the product endorsed by Korean boy bands on YouTube.

Hypothesis 3: Source characteristics, online engagement, advertisement format
and product involvement influence purchase intention

Firstly, the study showed that product placement within the video content is

found to be more influential for the purchasing intention of the audience (Beta =

0.267). Yuksel (2016) and Schwemmer & Ziewiecki (2018)studied and are supported

through the findings of this research, the rising trend of product promotion through

placement in the YouTube content videos and its positive effectiveness on purchase

intention.

Secondly, results also show the influence of YouTube advertising formats.

With the five common formats provided on the platform, the analysis showed that

skippable ads were better received by the respondents than any other format of

advertisement on the platform, supporting the findings previously studied by

Ongkrutraksa, (2021)which was that the Thai viewers skip the YouTube

advertisements. Similar to the study by Sebastian et al., (2021) where it was concluded that consumers tend to wait for the skip button to appear and skip the advertisement, and that they generally pay less attention to skippable advertisements unless the advertisement is unique or attractive. This shows that the audience is more likely to disregard the advertising as they actively seek to skip it, supporting the findings by Verma, (2016) and Sabuncuoğlu-İnanç, Gökaliler, & Gülay,(2020).

The results of the survey found a clear support for strong influence of YouTube engagement on the purchase intention of consumers on products endorsed by Korean boy bands. namely, the action of clicking like. This shows that the consumers have a higher tendency to purchase intention when they engage in passive participatory actions like clicking on the video. This data supports the finding presented by Bu & Kim (2021) where they presented the participation of the fans, or in this case, the audience, through likes and comments on BTS' personal account received higher acceptance of messages and advertisements.

Lastly the involvement level of the audience in the product purchase intention resulted in high consideration especially for low involvement products like games and food and drinks and cosmetics (B= 0.074). Supporting the results by Arora et al., (2019) that portrays that though high involvement forms a stronger attitude towards brands, celebrity endorsement has a stronger influence towards low involvement products and are more likely to lead to higher purchase intention. Building upon this, this research found that Korean boy bands have a higher influence on the purchasing intention of low involvement products. The audience are more likely to intend to consider purchasing the product that is low involvement. The results demonstrated

that the level of involvement is an important factor in the audiences' decision-making process and low involvement products are more likely to be influenced using a third-party endorser such as Korean boy bands.

Cai et al. (2009) had concluded that celebrity endorsement had an increasing effect of purchase intention of the consumer regarding high involvement. The results don't support Cai et al., (2009) findings because of the nature of the media medium. This study studied the advertisement in an online platform while they used print. It can be deduced that not every celebrity has the power to influence a high involvement product as the role of the message medium may also play a part. It is better to do low involvement on a digital platform. The endorsement strategy cannot only conclude that celebrity endorsement is for high involvement product.

It can be deduced that most responses were insignificant to purchase intention due to the 52:47 distribution of the fans. An appropriate deduction is that since a large number of the respondents were not fans of a Korean boy bands, the endorsement of products on YouTube didn't have a major influence on their purchase intention.

5.3 Practical Implications

As this study focuses on the factors influencing purchase intention of products endorsed by Korean boy bands on YouTube, based on the results there are positive influences that future marketers or researchers can use to build an effective YouTube Campaigns and academic research.

5.3.1 Theoretical implications

1.   Product placement as a medium of advertisement on the platform is an important implication that can be taken for the research. With the introduction of YouTube Premium, this way of product promotion would be more effective as other forms of original YouTube ads are no longer exposed to those who subscribed to the Premium feature. Product placement in the content itself is suggested for adequate strategic media plan.

2.   YouTube advertisements are more likely to yield higher participation from the audience if they aim to engage and promote liking the video content. The metrics to understand and follow up the effectiveness of the campaign can be measured through the likes received by the content as the data has shown a positive influence of this type of engagement on the platform with the purchasing intention of the audience.

3.   Korean boy bands can also be effective presenters for low involvement products as this research has established a positive influence, they have on the purchasing intention of the consumer when it comes to low involvement products. In this study, it would be games and food and beverages.

5.3.2 Business implications

The outcomes of this research can be useful for marketers. Korean boy bands are perceived to be attractive out of all the sub variables of the source characteristics hence, they can be presenters for products that have attractiveness, closely followed by dependability, as a selling point. A good example of such endorsement would be cosmetics. It is a rising trend in the Korean music community and the cosmetic

industry to have popular boy bands endorse their makeup and cosmetic brands. E.g.: EXO endorsing Nature's republic, BTS collaborating with Amorepacific x Laneige and NCT representing Candylab Korea.

Understanding the findings through SMCR (Sender, Message, Channel, Receiver) model of communication that marketers apply to their strategies, it is suggested that the use of Korean boy bands, especially Got7, in low involvement product category such as cosmetics, can use product placement to target females age ranging between 18-29 in Thailand.

Figure 4:: Business implication through communication model
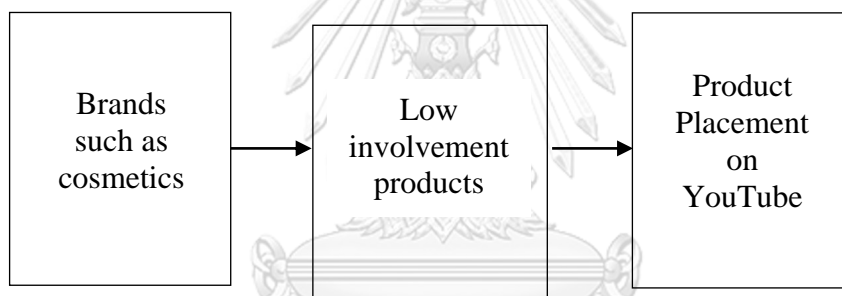
It is important to note that this model is in context to the findings of this research.

5.4 Limitations of the Study

There are a few limitations for this study as follows:

1. This study was limited to those who do not subscribe to the service or recalled the various ads purely from memory ever since the launch of YouTube Premium, subscription-based service allows YouTube viewers an ad-free viewing experience.

2. Information overload and media saturation of similar content on various social media platforms may have been an unstudied factor in this research. The respondents may have been exposed to advertisements outside of YouTube alone and answered the survey with slight information bias.

3. There was a misunderstanding for the educational level. There is a high chance that they confused their last educational degree with the current educational level they are pursuing hence the data received is unclear whether the majority have graduated or are still pursuing their bachelor's degree or there is a chance that they are all graduate students.

5.5 Directions for Future Research

1. This study has potential to be developed further by going deeper into the relevance of the independent variables with the dependent variable.

2. Since the research only focused on the celebrity power of the Korean boy bands, the influence of girl groups on the same or similar audience.

3. Considering the social media platform, YouTube, future researchers can dive into the advertisements on other social media platforms such as Instagram and TikTok which are popular with the audiences of the range in the study.

4. Going further, the variables can be studied in context to non-mainstream celebrities such as popular youtubers for the same product category and find their influence.

5. This research can also be the foundation of future studies on the influence of Korean celebrities in South Korea and compared to Thailand or other nations outside their native country.

Appendix

Questionnaire

Screening questions

1.   Are you between the ages of 18-35?

Yes

No (please stop doing the survey)

2. In the last 6 months, have you seen YouTube videos with Korean boy bands

endorsing a product in any one of these categories (can be one or more)
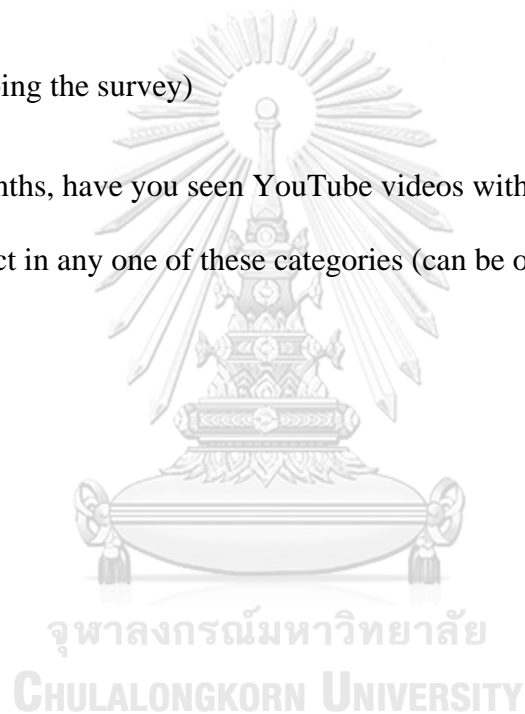
a.   Game

    Yes

    No

b.   Clothing

    yes

    No

c.   Food and beverage

    yes

    No

d.   Skin care

       yes

       No

e.   None (please stop doing the survey)

Section 1:

What do you think of the source characteristics of Korean boybands as endorsers for the product categories such as games, food and beverages, clothing and skincare in the last 6 months? Please select the agreement level on the scale ranging from 1= "completely disagree" to 5 = "completely agree".

	5	4	3	2	1
Korean boy bands appear dependable					
Korean boy bands appear trustworthy					

Korean boy bands appear experienced	
Korean boy bands appear experts	
Korean boy bands appear attractive	

Section 2:

In the last 6 months, please select what applies to you regarding YouTube content with Korean boyband endorsement. On the scale of 1 - 5. 1 being 'very unlikely' and 5 being 'very likely'.

	5	4	3	2	1
I view videos with Korean boyband in it					

I like videos with Korean boyband in it
I read comments under Korean boyband videos
I comment on videos with Korean boyband in it
I share videos with Korean boyband in it
I download video content with Korean boyband in it

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Section 3:

In the last 6 months, do you acknowledge the following statements on products endorsed by Korean boy bands on YouTube? Please select the agreement level on the scale ranging from 1= 'completely disagree' to 5 'completely agree'.

	5	4	3	2	1
YouTube advertisements for high involvement products (products that makes you think a lot) e.g.: clothes and skin care, draws your attention					
YouTube advertisements for low involvement products (products that don't require a lot of thinking) e.g.: food and drinks, games; draws your attention					

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Section 4:

In the last 6 months, do you acknowledge the following statements on products endorsed by Korean boy bands on YouTube? Please select the agreement level on the scale ranging from 1= 'completely disagree' to 5 'completely agree'.

	5	4	3	2	1
I prefer YouTube ads as Skippable video ads: allow viewers to skip ads after 5 seconds					
I prefer YouTube ads as non-skippable video ads: must be watched before a video can be viewed.					
I prefer YouTube ads as Overlay ads: Overlay image or text ads that can appear on the lower 20% portion of a video.					
I prefer YouTube ads as Overlay ads: Overlay image or text ads that can appear on the lower 20% portion of a video.					
I prefer YouTube ads as Product placement: An ad that					

is integrated into the creator's

video content.

Section 5:

In the last 6 months, do you agree to the following statements on products endorsed

by Korean boybands on YouTube? Please select the agreement level on the scale

ranging from 1= 'completely disagree' to 5 'completely agree'.

	5	4	3	2	1
Given the chance, I will purchase the product in the video					
It is likely I will purchase the product in the video					
Given the opportunity, I intend to purchase the product in the video					

I will try the product in the

video

I intend to consider the

product mentioned in the

video in my future purchases

Demographic:

1. What is your gender?

a. Male

b. Female

c. Other

2. What is your age range?

a. 18-29

b. 30- 35

3. Highest educational level obtained

a. Secondary or equivalent

b. Bachelor degree

c. Master degree

d. Doctorate degree

4. What is your occupation?

a. Employee

b. Student

c. Government sector

d. Education sector

e. Business owner

f. Unemployed

g. Other

5. In the last 6 months, how many hours do you use YouTube per day?

a. Less than an hour

b. 1-2 hours

c. 3-4 hours

d. More than 4 hours

6. Which Korean boy band do you like best in the past six months. Choose only one of these:

a. EXO

c. NCT

d. Seventeen

e. TXT

f. GOT7

g. others

7. Do you identify as a member of the preferred Korean boy band's Fanclub?

    a.   Yes

    b.   No

ปัจจัยที่มีผลต่อความตั้งใจซื้อผลิตภัณฑ์ที่ได้รับการรับรองจากบอยแบนด์เกาหลี

บนยูทูบของผู้บริโภค

คำถามคัดกรองผู้ตอบแบบสอบถาม

1. ท่านมีอายุระหว่าง 18 – 35 ปีหรือไม่

○ ใช่   ○ ไม่ใช่ (โปรดหยุดตอบแบบสอบถาม)

2. ในช่วง 6 เดือนที่ผ่านมา ท่านเคยเห็นวิดีโอ YouTube ที่มีวงบอยแบนด์เกาหลีเป็นผู้สนับสนุนสินค้าในหมวดหมู่ใดหมวดหมู่

หนึ่งเหล่านี้หรือไม่ (สามารถเลือกได้มากกว่า 1 รายการ)

ก. เกม

○ ใช่   ○ ไม่ใช่

ข. เครื่องแต่งกาย

○ ใช่   ○ ไม่ใช่

ค. อาหารและเครื่องดื่ม

○ ใช่   ○ ไม่ใช่

ง. ผลิตภัณฑ์บำรุงผิวกาย

○ ใช่   ○ ไม่ใช่

จ. ไม่เคยเห็นเลย (โปรดหยุดตอบแบบสอบถาม)

ส่วนที่ 1:

ท่านคิดเห็นอย่างไรเกี่ยวกับคุณลักษณะที่สำคัญของบอยแบนด์เกาหลีในการเป็นผู้สนับสนุนประเภทสินค้าต่างๆ เช่น เกม อาหาร

และเครื่องดื่ม เครื่องแต่งกาย และผลิตภัณฑ์บำรุงผิวกาย ในช่วง 6 เดือนที่ผ่านมา โปรดเลือกระดับความเห็นของท่านโดยมีตั้งแต่

ระดับ 1 = "ไม่เห็นด้วยอย่างยิ่ง" ถึงระดับ 5 = "เห็นด้วยอย่างยิ่ง"

	5	4	3	2	1
บอยแบนด์เกาหลีดูน่าเชื่อถือ	○	○	○	○	○
บอยแบนด์เกาหลีดูน่าไว้วางใจ	○	○	○	○	○
บอยแบนด์เกาหลีดูเป็นผู้มีประสบการณ์	○	○	○	○	○
บอยแบนด์เกาหลีดูเป็นผู้เชี่ยวชาญ	○	○	○	○	○
บอยแบนด์เกาหลีดูมีความน่าดึงดูดใจ	○	○	○	○	○

ส่วนที่ 2:

โปรดเลือกระดับความเห็นที่ตรงกับท่านเกี่ยวกับเนื้อหาบน YouTube ที่มีวงบอยแบนด์เกาหลีเป็นผู้สนับสนุนในช่วง 6 เดือนที่ผ่าน

มา ในระดับ 1 = "ไม่มีความเป็นไปได้" และ 5 = "มีความเป็นไปได้สูง"

	5	4	3	2	1

	5	4	3	2	1
ท่านดูวิดีโอที่เกี่ยวข้องกับวงบอยแบนด์เกาหลี	○	○	○	○	○
ท่านชอบวิดีโอที่เกี่ยวข้องกับวงบอยแบนด์เกาหลี	○	○	○	○	○
ท่านอ่านความคิดเห็นบนวิดีโอที่เกี่ยวข้องกับวงบอยแบนด์เกาหลี	○	○	○	○	○
ท่านแสดงความคิดเห็นบนวิดีโอที่เกี่ยวข้องกับวงบอยแบนด์เกาหลี	○	○	○	○	○
ท่านแชร์วิดีโอที่เกี่ยวข้องกับวงบอยแบนด์เกาหลี	○	○	○	○	○

ส่วนที่ 3:

ในช่วง 6 เดือนที่ผ่านมา ท่านเห็นด้วยกับข้อความต่อไปนี้เกี่ยวกับสินค้าที่มีผู้สนับสนุนโดยวงบอยแบนด์เกาหลีบน YouTube

หรือไม่ โปรดเลือกระดับความเห็นของท่านโดยมีตั้งแต่ระดับ 1 = "ไม่เห็นด้วยอย่างยิ่ง" ถึงระดับ 5 = "เห็นด้วยอย่างยิ่ง"

	5	4	3	2	1
โฆษณาบน YouTube สำหรับสินค้าประเภทที่มีความเกี่ยวพันสูง (สินค้าที่มีอิทธิพลต่อกระบวนการคิด เช่น เครื่องแต่งกาย และผลิตภัณฑ์บำรุงผิวกาย) ดึงดูดความ	○	○	○	○	○

สนใจของท่าน					
โฆษณาบน YouTube สำหรับสินค้าประเภทที่มีความ เกี่ยวพันต่ำ (สินค้าที่ท่านไม่จำเป็นต้องคิดมาก เช่น อาหาร และเครื่องดื่ม เกม) ดึงดูดความสนใจของท่าน	○	○	○	○	○

ส่วนที่ 4:

ในช่วง 6 เดือนที่ผ่านมา ท่านเห็นด้วยกับข้อความต่อไปนี้เกี่ยวกับ<u>**โฆษณาที่ได้รับการสนับสนุนโดยวงบอยแบนด์เกาหลีบน**</u>

<u>**YouTube**</u> หรือไม่ โปรดเลือกระดับความเห็นของท่านโดยมีตั้งแต่ระดับ 1 = "ไม่เห็นด้วยอย่างยิ่ง" ถึงระดับ 5 = "เห็นด้วยอย่างยิ่ง"

	5	4	3	2	1
ท่านชอบโฆษณาบน YouTube ที่เป็นโฆษณาวิดีโอที่ สามารถข้ามได้ โดยอนุญาตให้ผู้ดูข้ามโฆษณาหลังจาก 5 วินาที	○	○	○	○	○
ท่านชอบโฆษณาบน YouTube ที่เป็นโฆษณาวิดีโอแบบไม่ สามารถข้ามได้ ท่านต้องดูก่อนจึงจะสามารถดูวิดีโอได้	○	○	○	○	○
ท่านชอบโฆษณาบน YouTube ที่เป็นโฆษณาปรากฏขึ้นเป็น วิดีโอสั้นแบบข้ามไม่ได้สูงสุด 6 วินาทีที่ต้องดูก่อนจึงจะ	○	○	○	○	○

	5	4	3	2	1
สามารถดูวิดีโอได้					
ท่านชอบโฆษณาบน YouTube ที่เป็นโฆษณาซ้อนทับแบบ รูปภาพหรือข้อความที่ปรากฏบริเวณส่วนล่างเพียง 20% ของ วิดีโอ	○	○	○	○	○
ท่านชอบโฆษณาบน YouTube ที่เป็นโฆษณาแฝงแบบ ผสมผสานกับเนื้อหาในวิดีโอของช่อง	○	○	○	○	○

ส่วนที่ 5:

ในช่วง 6 เดือนที่ผ่านมา ท่านเห็นด้วยกับข้อความต่อไปนี้เกี่ยวกับสินค้าที่มีวงบอยแบนด์เกาหลีเป็นผู้สนับสนุนบน YouTube

หรือไม่ โปรดเลือกระดับความเห็นของท่านโดยมีตั้งแต่ระดับ 1 = "ไม่เห็นด้วยอย่างยิ่ง" ถึงระดับ 5 = "เห็นด้วยอย่างยิ่ง"

	5	4	3	2	1
หากได้มีโอกาสท่านจะพิจารณาซื้อสินค้าที่ถูกกล่าวถึงใน วิดีโอในอนาคต	○	○	○	○	○
มีความเป็นไปได้ว่าท่านจะต้องได้ซื้อสินค้าที่ถูกกล่าวถึงใน วิดีโอในอนาคตอันใกล้นี้	○	○	○	○	○

หากได้มีโอกาส ท่านตั้งใจที่จะซื้อสินค้าที่ถูกกล่าวถึงในวิดีโอ	○	○	○	○	○
ท่านจะลองใช้สินค้าที่ถูกกล่าวถึงในวิดีโอในอนาคต	○	○	○	○	○
ท่านตั้งใจที่จะพิจารณาสินค้าที่ถูกกล่าวถึงในวิดีโอสำหรับการ ซื้อในอนาคตของท่าน	○	○	○	○	○

ข้อมูลผู้ตอบแบบสอบถาม

1. เพศ

    ○   ชาย   ○   หญิง   ○   อื่นๆ

2. ช่วงอายุของท่าน

    ○   18 – 29 ปี   ○   30 – 35 ปี

3. วุฒิการศึกษาสูงสุดที่ท่านจบการศึกษา

    ○ ระดับชั้นมัธยมศึกษาหรือเทียบเท่า

    ○ ระดับปริญญาตรี

    ○ ระดับปริญญาโท

    ○ ระดับปริญญาเอก

4. อาชีพของท่าน

O พนักงาน

O นักเรียน

O รับราชการ

O ทำงานภาคเอกชน

O เจ้าของธุรกิจ

O ว่างงาน

O อื่นๆ

5. ในช่วง 6 เดือนที่ผ่านมา ท่านใช้เวลาบน YouTube วันละกี่ชั่วโมง

O น้อยกว่า 1 ชั่วโมง

O 1 – 2 ชั่วโมง

O 3 - 4 ชั่วโมง

O มากกว่า 4 ชั่วโมง

6. ท่านชอบบอยแบนด์เกาหลีวงไหนที่สุดในช่วง 6 เดือนที่ผ่านมา โปรดเลือกเพียง 1 วงจากข้อความด้านล่าง

O EXO

O NCT

O Seventeen

O TXT

O GOT7

O อื่นๆ

7. ท่านคิดว่าตนเองจัดเป็นสมาชิกของแฟนคลับวงบอยแบนด์เกาหลีหรือไม่

O ใช่

O ไม่ใช่

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VITA

NAME   Wanthida Tiwari

DATE OF BIRTH   9 September 1996

PLACE OF BIRTH   Thailand