

CELEBRITY AND AUDIENCE CHARACTERISTICS ON SATISFACTION, AND REPEAT WATCH INTENTION ON KOREAN TV DRAMA

¹Azaze-Azizi Abdul Adis, ²Hyung Jun Kim, ¹Mohd Rizwan Abdul Majid & ¹Izyanti Awang Razli

¹*Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah, Malaysia.*

²*College of Economics and Business Administration, Chungnam National University, Republic of Korea.*

ABSTRACT

The prevailing trend of Korean Pop culture, Hallyu, has spread rapidly to Asian countries such as Malaysia, Japan, China, Indonesia, Thailand, Vietnam and Taiwan. The influence of such culture has further reached to other countries such as the Middle East, Europe and America. As a result, the Korean dramas, fashions, and music are becoming a hot trend and culture in Asian nations. The study examines the relationship between celebrity and audience characteristics on TV drama satisfaction and repeat watch intention. A total of 596 young Malaysian consumers participated in this study. Attractiveness, credibility, commitment, and connectedness were found to affect the satisfaction of watching Korean drama. In addition, consumer satisfaction toward Korean TV drama does influence their repeat watch intention. However, an involvement of audience was not found to affect TV drama satisfaction. Recommendation and suggestion for future research were also discussed to improve audience satisfaction and ultimately increase the repeat watch intention towards Korean TV drama.

Keywords: Korean star characteristics; audience characteristics; TV drama satisfaction; repeat watch intention.

1. INTRODUCTION

Korean Wave or 'Hallyu' is known as the fashion appearance of Korean Popular Culture (KPC). The term was first coined in late 1990s by the Chinese commentators as a descriptive label for the emerging popularity of South Korean TV series, musical arts, films. KPC starts with the Korean pop music, television dramas, shows, fashion, trends and movies which are set by Korean celebrities. Over the decade, Korean Wave has become a popular phenomenon in an Asian market. For instance, the popularity of such trend has been recognized in prominent countries such as Southeast Asia, and also Taiwan, China, Japan, and Hong Kong (Hong and Kim, 2013).

Several products can be associated with the Korean wave such as the dramas, music, games, foods, fashions, and movies (Li, 2005). For Korean drama, the growth of Korean Wave in Malaysia is relatively late compared with China, Japan, and Singapore. The earliest Korean Wave entries into Malaysia were first discovered via TV dramas and movies in 2000 (Lansbury, Kwon, and Suh, 2006). This new cultural trend has contributed to the positive image of Korean culture and society which resulted in trying Korean food, purchasing Korean products and travel to Korea (Cho, 2010). As a result, Korean economics improved through product export and there was an increase of foreign tourists to Korea (Lee, 2015).

Study by Hogart (2013) discovered that there are various determinants that may influence the intention of the audience to watch Korean dramas such as contemporary images and beauty of the actress, combination of modernity and tradition, romanticism, sentimental and skilful storytelling. Furthermore, attractiveness, credibility, and connectedness, audience's involvement and commitment, cultural interest and the lyrical, beautiful scene background and music could added to the intention of the audience (Lee, 2015) which contribute to the increase of Korean wave popularity around the world. For example in China, Korean wave had gained a wide popularity when the Korean singer had successfully conducted their concert in Beijing, China (Ha, 2010). In line with this, a celebrity worship which is also known as a behavioural phenomenon has dominated some of the audiences lives (McCutcheon, Lange and Hom, 2002).

The Korean Culture and Information Service (2011) stated that internet and digitalization has contributed in the acceptance in the Korea Wave or Hallyu culture throughout the world. Korean pop music gets people attention from the videos sharing on an online video-sharing site called YouTube (Korean Culture and Information Service, 2011). The social media such as YouTube, Facebook or Twitter were used as effective marketing tools to promote Korean cultural contents to global audiences. The Korean Culture and Information Service (2011) stated that the "Korean pop culture is the product of adoption, the result of communication among several cultures."

The purpose of the research is to examine whether the Korean star characteristics and audience characteristics affect their satisfaction and repeat watch intention. The study examines the relationship between Korea stars' attractiveness, credibility, connectedness, audience's involvement, commitment, cultural interest, lyrical, beautiful scene background and music on TV drama satisfaction and repeat watch intention of Korean TV drama among young Malaysian consumers.

2. LITERATURE REVIEW

There have been extensive efforts to study on Korean wave impacts to the world market (e.g., Lee, 2015; Chung, 2011; Ha, 2010; Hogarth, 2013). Lee (2015) stated that Korean drama and revisit attention of Korean drama audience can be influenced by the Korean star characteristics and audience characteristics. In other words, Korean celebrity does affect the choice of the public to watch a particular drama. The most popular Korean drama stars like Bae Yong-Joon and Lee Young-ae are the star that represented the drama frenzy are well known among the region of Asia Pacific on the drama globe (Chung, 2011). In this study, the influences of Korean star characteristics, audience characteristics, cultural interest, and lyrical, beautiful scene, background and music on TV drama satisfaction will be discussed.

2.1 Korean celebrities's characteristics

Korean celebrities characteristics can be identified by three perspectives, which are attractive, credibility and connectedness of the Korean celebrities (Lee, 2015). From these three components, it stated that the Korean celebrities is affecting the audience for having an intention on the drama.

2.1.1 Attractiveness

Korean wave led by the beauty of the Korean star which attracted audiences to watch Korean drama (Hogarth, 2013). According to Bardia et al., (2011) the attractiveness of endorser or actors will influence individual first judgment. The consumer would see the celebrities as more attractive when their feel has many similarities with the celebrities (Mohd Suki, 2014). The previous study by McColl and Truong, (2013) has found that attractiveness is the primary factor that affecting people to choose a particular product and services, especially the attractiveness of those who represent the respective company. The researcher highlights the higher of attractiveness will leverage company sales (McColl and Truong, 2013). Also, the attractiveness is the primary factor that had been used for celebrity endorsement. For instance, the drama actor were chosen based on their attractiveness where it can influence satisfaction and also as the promotional tools to the audience (Prasad, 2013; Cho and Agrusa, 2011). Hence, the attractiveness of the Korean star or celebrity can influence the audiences to watch the drama. Thus, it was hypothesized that:

H1: Attractiveness of Korean celebrities is positively affecting TV drama satisfaction.

2.1.2 Credibility

Korean star as a celebrity in promoting the drama will become the strategy of "celebrity endorsement" of the drama (Prasad, 2013). The celebrity endorsement is an important strategy to create the credibility of the endorser which attract the audience to watch a new drama. It enables to increases the intention and satisfaction of the audience on the drama. Previous research by Lee (2015) has found the positive significant relationship between the credibility of the pop star with the drama satisfaction. Also, the research has been proven the credibility is one of the factors that the audiences used to measure their satisfaction level on the particular drama. Hence, the credibility of the Korean star can affect the satisfaction and intention level of the audiences on the Korean drama. Thus, it was hypothesized that:

H2: Credibility of Korean celebrities is positively affected TV drama satisfaction.

2.1.3 Connectedness

The connectedness of the drama will also affect the satisfaction of the drama. According to Lee (2015), the theory of social identity uses to explain this phenomenon. According to Hogarth (2013), most of the Korean dramas are 'Asian' oriented, in order to connect with their major fans where it comes from East Asian countries. Furthermore, Lee (2015) stated on the nature of Korean drama storyline where it is more interrelated to the Asian culture such as sibling love and oriental culture. The emotional and visual influences of the Korean star on the drama also create the connectedness among the drama and audiences. The actor's behaviors and emotion, such as romantics or violent are the images that reflect the lifestyle of the audiences in their real life (Kim, Agrusa, Lee & Chon, 2007). This is the way how the Korean star's played their role in connecting with the audiences through the drama medium. Therefore, it was hypothesized that:

H3: Connectedness of Korean celebrities is positively affected TV drama satisfaction.

2.2 Audience characteristics

Due to the popularity of the trend, it is prominent that Malaysian nowadays are greatly influenced by Korean wave in many ways. This is due to the reason that audiences use the media in a lot of different ways and according to their need (Briandana & Ibrahim, 2015—jkob.cseap.edu.my/index.php/journal/full/4-3.pdf). The audience component can be viewed from in two different aspects, which is involvement and commitment of the audiences.

2.2.1 Involvement

Zaickowsky (1984) define involvement as a motivational construct which develops by person value and needs. In Malaysia, the Korean wave is famous due to the involvement of Malaysian audiences in Korean dramas. For instance, *Winter Sonata* and *A Jewel in the Palace* were Korean films, and TV dramas that created an early Korean wave in Malaysia (Cho, 2010). These two Korean dramas are the most popular drama and also a pioneer of the drama frenzy over the country in Asia Pacific. According to Zaickowsky (1994), involvement in audiences on particular product or service refers to the perceived value of the product and service that related to an individual inherent need, values, and interests. Previously, Choubtarash, Mahdieh and Marnani (2013) explain the involvement of audience is due to the motivation factor of he or she applies in their decision making. The researcher also had given the result on that high customer involvement in Korean dramas might cause attachment to the brand that as a result forming experience satisfaction. Therefore, it was hypothesized that:

H4: Involvement of audience is positively affected TV drama satisfaction.

2.2.2 Commitment

According to Hoffman, Agnew, Lehmillier and Duncan (2009), (deleted) people will feel satisfied with the performance of particular association and resulting in an increased in firm commitments. In other words, the audiences had invested their support in the relationship with commitment, and finally, the audiences will have high satisfaction on it.

Previously, several research discovered the relationship between commitment and satisfaction. Ligas (2008) has (delete) found a strong correlation between satisfactions of audiences with the engagement of them in a particular product or services, such as TV drama. In addition, Spake and Bishop (2009) insisted that customer's positive attitude and intention to remain can be affected by the commitment. Lee (2015) has proved that audience satisfaction about the drama has a positive relationship with the commitment of audience. Hence, the involvement of the audiences is essential and have a positive effect on the satisfaction towards Korean drama. Therefore, it was hypothesized that:

H5: Commitment of audience is positively affected TV drama satisfaction.

2.3 TV Drama satisfaction

Day (1977) defined satisfaction as "a post-consumption evaluation of a product or service regarding positive or negative attitudes towards the product or service." (Delete). Satisfaction is crucial as it has been proven that can me a key strategic indicator of a

company's success and long-term competitiveness (Law, Hui & Zhao, 2004; Luo and Homburg, 2007- rujuk new reference). Customer satisfaction will represent through the mouth of words in the market, and the watchdog organizations such as Consumers Union consistent had the track report of satisfaction over time (Oliver, 2014).

Previous research conducted by Churchill and Surprenant (1982), consumer satisfaction is the result of consumer's expectation and the prior experience towards the firm's product or service. Consumer satisfaction can be identified in three components. First, the customer satisfaction is a response of emotional and cognitive. Second, customer satisfaction also response related to some particular focus such as the product or service, consumption experience, and expectation. Third, the satisfaction responses only occur on given time which after choice and based on the accumulated experience (Giese and Cote, 2000). In fact, the consumer satisfaction is the result of the active response of varying intensity and is the consumer key responsible for the experience-based attitude change (Giese and Cote, 2000; Westbrook and Oliver, 1991). Regarding Anisimova (2013), consumer satisfaction affects the product and service performance, consumer expectation, the prior experience, and expectation.

2.4 Repeat watch intention

According to Huang (2012), the intention is the emotion that always concerns to the future. The previous research had argued that intention influenced by time distortion, telepresence, enjoyment, and concentration (Lee and Chen, 2010; Novak and Duhachek, 2003; Koufaris, 2002). Based on Ajzen (2005), a consumer will form the intention and encouraged to engage in the particular behavior. The intention is a behavioral disposition, and then the action will be performed at the appropriate time and opportunity under consideration. The Theory of Planned Behavior explained that intention could be predicted by the attitude towards certain behaviors, the possessed subjective norms, and perceived behavior control (Ajzen, 1991). The stable relationship between intention and behavior had been proved by Sheeran (2002), and the overall correlation was 0.53.

Based on Ajzen (2005), the intention was affected by internal and external factors. Internal factors include the information, skills, or abilities and emotions or compulsions. External factors were the opportunity to execute the intended action and dependence on others people to complete the behavior or goals. Besides, there are some researchers had confirmed that the felt involvement has a positive relationship with the intention (Wang, Wang, and Farn, 2009; Manganari, Siomkos, Rigopoulou, and Vrechopoulos, 2011; Eroglu, Machleit, and Davis, 2003). The felt involvement motivated the consumers' comprehension and attention processes and secondary effect consumer intention (Celsi & Olson, 1988). Consumers' intention has high relationship and positive significant influence on attitudes, subjective norms, and perceived behavioral control (Huda, Rini, Mardoni, and Putra, 2012). In this research, it is assumed that the more audience satisfied in watching Korean TV drama, the intention to watch that drama for the second time is also increased. Thus;

H6: TV drama satisfaction is positively affected repeat watch intention.

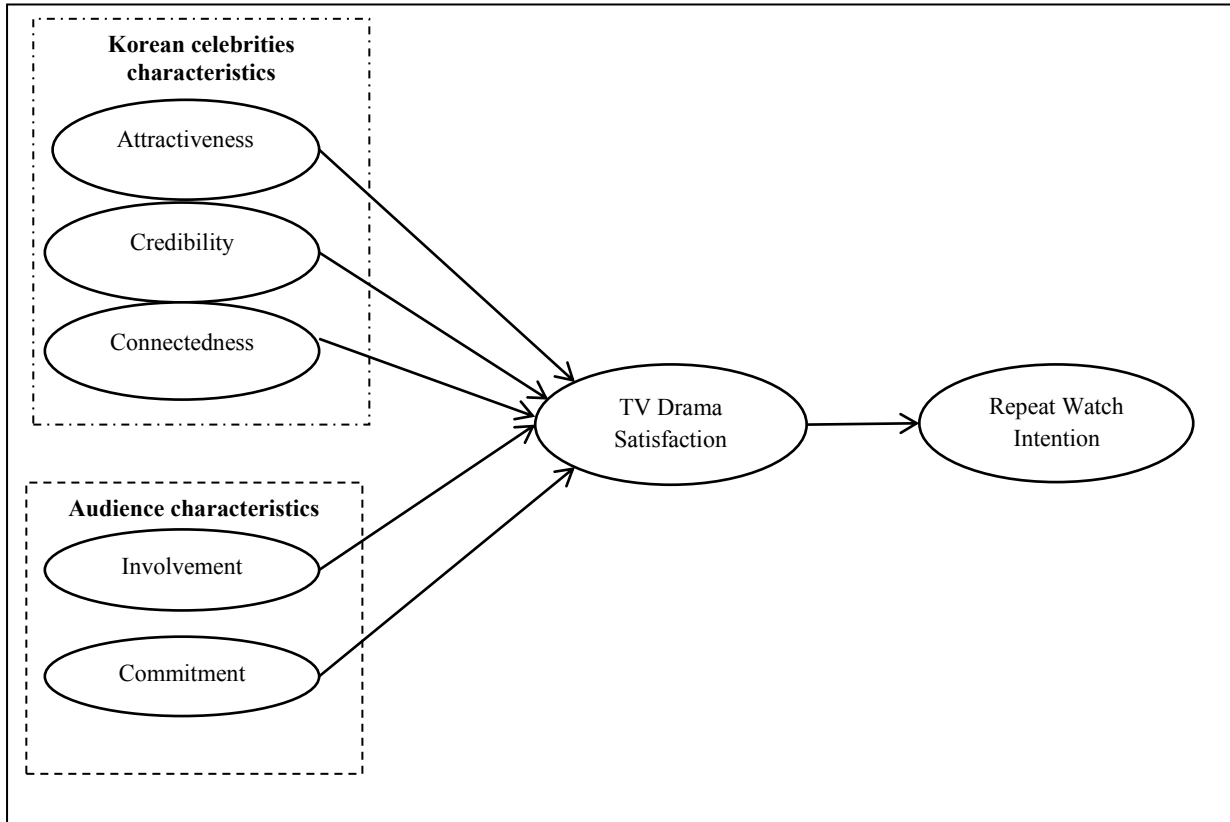


Figure 1: The research framework of the factors influences TV drama satisfaction and repeat watch intention.

3. METHODOLOGY

This study evaluates the Korean wave effect on satisfaction and repeat watch intention towards Korean TV drama. TV dramas usually attract the audience, due to the reasons that it gives the feeling similarity of life to the audiences (Bandura, 1977; Chang, 2015). The Korean stars also may influence the satisfaction, because they can affect the psychological behavior and some social attitudes towards audiences (Chang, 2015).

Sample selection

This research focused on Malaysian audience towards Korean TV drama. A quantitative approach using self administrated questionnaire was employed to collect the data. A convenience sample of 600 questionnaires were distributed directly to undergraduate student respondents located in Universiti Malaysia Sabah (UMS). UMS was chosen as a sample in order to approach young consumers and these students came from all over Malaysia. Respondents were asked whether they have any experienced watching Korean drama. The questionnaire consists of demographics profile of audiences, the characteristics of Korean star towards drama satisfaction, the characteristics of the audience towards drama satisfaction, and drama satisfaction towards repeat watch intention. The Likert scale format was used to evaluate the question in the form of five point scale level.

The data shows that 219 or 36.7 percent of respondents are male. Female respondents are more than male respondents. There is 377 or 63.3 percent of respondents are female. Also, about 554 or 92.9 percent are aged between 20 to 25 years old. Regarding races, 180 respondents or 30.2 percent are Malay, 170 respondents or 28.5 are Chinese, 51

respondents or 8.6 percent are Indian, and 195 respondents or 32.7 are others race. For respondent's religion, about 275 respondents or 46.1 percent are Islam. In addition, 156 respondents, or 26.2 percent are Christian, 47 respondents or 7.9 percent are Hindu and the remaining 99 respondents, or 16.6 percent are Buddha. Lastly, 19 respondents or 3.2 percent are others religion. Others religion included Atheist, Bahai, Free-thinker, none religion, and Tao.

4. RESULTS

Data analysis technique used in this research is structural equation model (SEM) with PLS approach using the SmartPLS software version 3.0 M3 Beta (Ringle et al., 2005). Reinartz, Haenlein, and Henseler (2009) mentioned that "PLS is the preferable approach when researchers focus on prediction and theory development, our simulations show that PLS requires only about half as many observations to reach a given level of statistical power as does ML-based CBSEM" (p. 334). Gefen et al. (2011) stated that across the social sciences, convention specifies 80 percent as the minimum acceptable power. To test the power in our analysis, we used Gpower to calculate the minimum sample size needed, and the test suggested a minimum sample size of 97 cases for the analysis. Our sample size of $n=596$ is more than that required to achieve a power of 0.8.

To assess the measurement and structural model, specifically SmartPLS Version 3.0 and bootstrap resampling (596 resamples) were used. Furthermore, all other necessary criteria suggested by Hair et al. (2014) were tested, i.e., convergent validity, discriminant validity, and measurement invariance.

Test of measurement model

Convergent validity is assessed through items loading, the composite reliability of each scale, and average variance extracted for each construct. The standardized values of loadings are recommended to be greater than 0.707 by Hair et al., 2014, and AVE values should be greater than 0.5 (Fornell and Larcker, 1981). The result shows that the reliabilities, items, and composite of both data sets are well above the recommended level of 0.70. Furthermore, the AVEs were also well above the 0.5 recommended value. It shows that the scales that were used for predicting cyberloafing behavior possessed convergent validity (Table 1).

Discriminant validity is assessed through the method through which the pairwise correlation among factors was extracted. This method of comparison of correlation with variance extracted is introduced by Fornell and Larcker, 1981. The confirmation of the discriminant validity happens when diagonal values are significantly higher than that of the off diagonal elements in the corresponding rows and columns. The diagonal values are the square root of the AVE values for each other. The values are shown in Table 2. Results show that all the constructs possess discriminant validity.

The structural model shows the causal relationships between the constructs in the model, and it includes the estimation of the path coefficients and the R^2 value. The R^2 value also verifies the prediction power of the model (Hair et al., 2014). The hypothesis test results are summarized in Table 3.

The results for H1 ($\beta= 0.135$, $p < 0.01$), H2 ($\beta= 0.407$, $p < 0.01$), H3 ($\beta= 0.079$, $p < 0.05$), and H4 ($\beta= 0.115$, $p < 0.01$) indicate that attractiveness, credibility, commitment, and connectedness were found influences Korean TV drama satisfaction. In contrast, H5 ($\beta= 0.002$, $p > 0.01$) indicate that involvement was not found to influence TV drama satisfaction. Besides, H6 ($\beta= 0.658$, $p < 0.01$) which indicate that Korean TV drama satisfaction was found to influence repeat watch intention of the consumer.

Table 1: PLS factor loadings, CR and AVE

Constructs	Items	Loading	Cronbach Alpha	CR	AVE	VIF
Attractiveness	A1	0.89	0.855	0.902	0.699	2.853
	A2	0.901				3.011
	A3	0.712				1.516
	A4	0.827				1.817
Credibility	CR1	0.769	0.864	0.902	0.648	1.792
	CR2	0.737				1.796
	CR3	0.766				1.861
	CR4	0.842				2.547
	CR5	0.902				3.24
Connectedness	CO1	0.745	0.816	0.872	0.576	1.64
	CO2	0.789				1.737
	CO3	0.755				1.559
	CO4	0.779				1.726
	CO5	0.723				1.484
Involvement	IA1	0.823	0.868	0.904	0.654	2.383
	IA2	0.853				2.67
	IA3	0.836				2.252
	IA4	0.808				2.221
	IA5	0.715				1.817
Commitment	CA1	0.897	0.918	0.938	0.753	3.758
	CA2	0.897				3.8
	CA3	0.859				2.633
	CA4	0.86				2.654
	CA5	0.823				2.11
Satisfaction	S1	0.906	0.937	0.952	0.799	3.577
	S2	0.898				3.39
	S3	0.883				3.065
	S4	0.89				3.313
	S5	0.892				3.281
Repeat watch	R1	0.91	0.932	0.951	0.83	3.633
	R2	0.91				3.573
	R3	0.914				3.527
	R4	0.912				3.563

Notes: AVE, average variance extracted, CR, composite reliability, VIF, variance inflation factor.

Table 2: Discriminant validity

	ATT	COM	CON	CRE	INV	RW	SAT
ATT	0.836						
COM	0.697	0.868					
CON	0.565	0.717	0.759				
CRE	0.718	0.746	0.627	0.805			
INV	0.699	0.776	0.68	0.731	0.809		
RW	0.598	0.664	0.578	0.589	0.742	0.911	
SAT	0.685	0.811	0.671	0.714	0.721	0.658	0.894

Table 3: Hypothesis test result

Hypot hesis	Relationship	Coeffici ent	Standard Deviation	t-value	Result
H1	Attractiveness -> Satisfaction	0.135	0.04	3.356***	Supported
H2	Credibility -> Satisfaction	0.115	0.042	2.729***	Supported
H3	Connectedness -> Satisfaction	0.079	0.036	2.166**	Supported Not
H4	Involvement -> Satisfaction	0.002	0.048	0.034	Supported
H5	Commitment -> Satisfaction	0.407	0.052	7.876***	Supported
H6	Satisfaction -> Repeat watch	0.658	0.029	22.334***	Supported

Notes: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

5. DISCUSSION

The purpose of this research is to determine the effect of Korean TV drama satisfaction on repeat watch intention among young Malaysian consumers. The independent variables in this study inclusive of Korean star characteristics, audience characteristics. The involvement of audience was rejected in this study. The attractiveness, credibility and connectedness of Korean star and the commitment of audience were accepted in this study.

This study showed the result of the attractiveness of Korean star is significant to the satisfaction towards the drama supported hypothesis 1 in this research. According to McColl and Truong (2013), the attractiveness of a person can help in increasing company's overall performance as a result contributes in increasing the company profit. The reason of using attractiveness is because using attractiveness of celebrities as endorsers it can enhance using for products, services and social causes (Baker and Churchill 1977; Caballero, Lumpkin, and Madden 1989; Caballero and Sol-omon 1984; DeSarbo and Harshman 1985; Patzer 1983).

Hypothesis 2 is to test the relationship between credibility and satisfaction about the drama. This study showed that credibility is positively significant to the satisfaction towards the drama. The study result showed hypothesis 4 was accepted, which the credibility of Korean celebrities is positively affecting satisfaction about the drama. According to Lee (2015), drama satisfaction had a positive relationship with the reliability and credibility of the pop celebrities. The skillful construed storylines and the Korean celebrities acting skill created the reliability and credibility to the audience and directly determine high satisfaction and revisited intention along the watching process (Chung, 2011).

The result indicated that there is a significant positive relationship between connectedness and satisfaction Korean TV drama. Thus, hypothesis 3 was supported. This is similar to Lee (2015) which suggested connectedness of the drama with the audience. Korean drama mostly is "Asian-ness," and the drama storyline is related to the Asian culture (Hogarth, 2013; Lee, 2015).

The relationship between audience involvement and Korean drama satisfaction is found to be not significant in this study. This means the participation of the audience does not affect the satisfaction towards Korean drama. Thus, reject Hypotheses 5 in this study. This study is consistent with the findings of Lee (2015) which show no significant relationship between involvement of the audience and Korean drama satisfaction. However, Levy and Windahl (1985), believed that involvement is the interaction of audience with mass media or a medium with its message. Specifically, young Malaysian consumers are not interacting with the Korean TV drama. The reason is due to the respondent are the university students who are highly educated. They will only think the reality in the daily life. The university students know there is no rational reason for the story in Korean drama to happen in real life. Also, they understood the dramatic story is an attractive point to attract the attention of the audience. Hence, the involvement could not grow satisfaction among young Malaysian consumers after they watched the Korean TV drama.

The relationship between audience's commitment and Korean drama satisfaction is found to be significant. The result shows that there is a positive correlation between the audience's commitment and Korean TV drama satisfaction. When the audiences committed to the Korean drama, it will positively influence the satisfaction of that drama. In this research, the finding is supported to the Hypothesis 5. This result is consistent with Curtis, Abratt, Dionand and Rhoades (2011) which found that the commitment has a positive relationship with the satisfaction. Besides that, the previous study from Brown and Sheppard (1997) also stated that there is a significant relationship between audiences' commitment and satisfaction of Korean drama that can influence audiences' behavior and intention to remain in watching the drama.

Finally, this research also examines the effect of TV drama satisfaction on repeat watch intention (H6). The result shows that TV drama satisfaction positively influences repeat watch intention among young Malaysian consumers. The result strongly showed that repeat watch intention could influence the relationship between TV drama satisfaction and loyalty of audience to Korean TV drama.

6. LIMITATIONS AND RECOMMENDATION

There is still a lot to be done and improve in this research study. With the acknowledged the limitation of data processing, we realize that there are still some constraints in this research study. The main limitations are expressed as the following items. The first limitation is the lack of male respondents in this study. According to the Country meters for Malaysia population, the male population is 50.7% which is more than the female population 49.3% in Malaysia. Because of the lack of the male students at Universiti Malaysia Sabah, the number of female respondents is greater than male respondents.

Besides that, most of the male respondents did not give full corporation and contribution in answering the questionnaires, and they are more likely to watch animation and their language drama (language drama ni apa g) rather than Korean movies. As the

recommendation, the numbers of targeting male respondents have to increase and should try to pursue the male respondents to give a hand in the study.

The third limitation is the number of the question in the questionnaire. In this study, 11 sections required answered by the respondents. The respondents have an obligation to answer 52 questions in the 11 sections which are hard and time costly. The respondents tend to be exhausted when answering questionnaire with many questions and unable to give full attentions. This will give the not actual data based on their views on the research. The number of items should be reduced and the questions asked should be straightforward and easy to understand. The fourth limitation is the cultural differences among the students. In this study, there were a mixture of races inclusive of Malay, Chinese and other races respondents had the experiences and liked to watch the Korean drama. However, there is no Hindu respondents found in this study. Therefore, watching Korean drama is not in their priority list.

7. CONCLUSION

This research investigates the effect of celebrity characteristics and audience characteristics on TV drama satisfaction among young Malaysian consumers. This research also examines the influence of TV drama satisfaction on the intention of repeat watch by young Malaysian consumer. This research found that attractiveness, credibility, commitment, and connectedness influences Korean TV drama satisfaction. Furthermore, Korean TV drama satisfaction was found to influence repeat watch intention in the consumer. However, an involvement of audience was not found to affect TV drama satisfaction. This research contributes to shed new insight in the entertainment marketing in particular TV drama. It was well noted that Korean wave has given their impact to the world entertainment through their drama and TV shows. This is one of the strategies implemented by Korean authorities to promote Korean culture and strengthen their tourism industry.

ACKNOWLEDGEMENT

This work was supported by Seed Program for Korean Studies through the Ministry of Education of Republic of Korea and Korean Studies Promotion Service of The Academy of Korean Studies (AKS-2015-INC-2230002).

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Ajzen, I. (2005). *Attitudes, personality, and behavior*. McGraw-Hill Education (UK).
- Anisimova, T. (2013). Evaluating the impact of the corporate brand on consumer satisfaction. *Asia-Pacific Journal of Marketing and Logistics*, 25(4), 561-589.
- Ariffin, J.T. (2016). Korean television drama in attracting Malaysian audiences: Media strategy perspective. *International Journal of Engineering Research and Management*, 3(7), 38-42.

Asgari, O., & Hosseini, M. S. (2015). Exploring the Antecedents Affecting Attitude, Satisfaction, and Loyalty towards Korean Cosmetic Brands. *Journal of Distribution Science*, 13(6), 45-70.

Baker, M. J., & Churchill Jr, G. A. (1977). The impact of physically attractive models on advertising evaluations. *Journal of Marketing Research*, 538-555.

Bardia, Y.H., Abed, A. and Majid, N.Z. (2011). Investigate the impact of celebrity endorsement on brand image. *European Journal of Scientific Research*, Vol. 58 No. 1, pp. 116-132.

Bowden, J. L. H. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63-74.

Bryant, J., & Comisky, P. W. (1978). The effect of positioning a message within differentially cognitively involving portions of a television segment on recall of the message. *Human Communication Research*, 5(1), 63-75.

Burns, A. C., & Bush, R. F. (2007). *Basic marketing research using Microsoft Excel data analysis*. Prentice Hall Press.

Caballero, M. J., Lumpkin, J. R., & Madden, C. S. (1989). Using physical attractiveness as an advertising tool: An empirical test of the attraction phenomenon. *Journal of Advertising Research*.

Caballero, M. J., & Solomon, P. J. (1984). Effects of model attractiveness on sales response. *Journal of Advertising*, 13(1), 17-33.

Celsi, R. L., & Olson, J. C. (1988). The role of involvement in attention and comprehension processes. *Journal of consumer research*, 210-224.

Chang, H. J., Hung, L. P., & Ho, C. L. (2007). An anticipation model of potential customers' purchasing behavior based on clustering analysis and association rules analysis. *Expert Systems with Applications*, 32(3), 753-764.

Chang, J. C. (2015). Korean wave as a factor in Taiwan's entertainment, consumer behavior, and cultural identity: A case study about "My Love from the Celebrities." *Journal of Human and Social Science Research*; Vol, 6(02), 074-079.

Chiu, W., & Zeng, S. (2016). Determinants of Chinese Tourists' Loyalty to Korea: A Comparison of Film and Non-film Tourist Perceptions. *International Journal of Social Science and Humanity*, 6(9), 667.

Cho, C. H. (2010). Korean wave in Malaysia and changes of the Korea-Malaysia relations. *Malaysian Journal of Media Studies*, 12(1), 1-14.

Cho, Y. C. (2011). Analyzing online customer dissatisfaction toward perishable goods. *Journal of Business Research*, 64(11), 1245-1250.

Cho, Y. C., & Agrusa, J. (2011). How the Media is a Significant Promotional Tool to Deliver Marketing Messages to Audiences?. *International Business & Economics Research Journal (IBER)*, 6 (10), 61-74

- Choubtarash, N., Mahdiah, O., & Marnani, A. B. (2013). The study of the relationship between consumer involvement and purchase decision (Case Study: Cell phone). *Interdisciplinary Journal of Contemporary Research in Business*, 4(12), 276.
- Cho, Y. H. (2009). *From Political Representation to Cultural Hybridism: A Paradigm Shift of Pan-Asian Identity in the US*. ProQuest.
- Chung, A. Y. (2011). K-drama: A New TV Genre with Global Appeal. Korean Culture and Information Service: Ministry of Cultural, Sports, and Tourism. The Republic of Korea. Retrieved from http://www.korea.net/koreanet/fileDownload?fileUrl=/content/pdf/general/K-Drama_20111212.pdf
- Churchill Jr, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 491-504.
- Ciornea, R. (2013, January). Drivers of consumer's satisfaction with luxury fashion products and overall satisfaction's impact on repurchase intention. In *The Proceedings of the International Conference "Marketing-from Information to Decision"* (p. 51). Babes-Bolyai University.
- Cohen, A. J. (2001). *Music as a source of emotion in film. Music and emotion: Theory and research*, ed. PN Juslin & JA Sloboda, 249-72.
- Curtis, T., Abratt, R., Dion, P., & Rhoades, D. (2011). Customer satisfaction, loyalty and repurchase: Some evidence from apparel consumers. *Review of Business*, 32(1), 47.
- Day, R. L. (1977). Extending the concept of consumer satisfaction. *Advances in consumer research*, 4(1).
- De Ruyter, K., Wetzels, M., & Bloemer, J. (1998). On the relationship between perceived service quality, service loyalty and switching costs. *International Journal of Service Industry Management*, 9(5), 436-453.
- DeSarbo, W. S., & Harshman, R. A. (1985). Celebrity-brand congruence analysis. *Current issues and research in advertising*, 8(1), 17-52.
- Dobuzinskis, A. (2012). "Psy's 'Gangnam Style' video becomes YouTube's most viewed." Retrieved from www.reuters.com/article/2012/11/24/entertainment-us-psy-idUSBRE8AN0BT20121124
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology & Marketing*, 20(2), 139-150.
- Fornell, C. and Larcker, D.F. (1981). Structural equation models with unobservable variables and measurement error: algebra and statistics. *Journal of Marketing Research*, 18(3), 382-388.
- Gefen, D., Rigdon, E.E. and Straub, D. (2011). An update and extension to SEM guidelines for administrative and social science research. *MIS Quarterly*, 35(2), 3-14.

- Ghauri, P. N., & Grønhaug, K. (2005). *Research methods in business studies: A practical guide*. Pearson Education.
- Giese, J. L., & Cote, J. A. (2000). Defining consumer satisfaction. *Academy of Marketing Science Review*, 1.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage, Thousand Oaks, CA.
- Ha, B. (2010). Developing Research Framework and Scales for the Korean Wave's Effects: An Application in Malaysia. *Malaysian Journal of Media Studies*, 12(1).
- Hoffman, A. M., Agnew, C. R., Lehmilller, J. J., & Duncan, N. T. (2009). Satisfaction, alternatives, investments, and the microfoundations of audience cost models. *International Interactions*, 35(4), 365-389.
- Hogarth, H. K. K. (2013). The Korean wave: An Asian reaction to Western-dominated globalization. *Perspectives on Global Development and Technology*, 12 (1-2), 135-151.
- Hong, S., & Kim, C. H. (2013). Surfing the Korean Wave: A postcolonial critique of the mythologized middlebrow consumer culture in Asia. *Qualitative Market Research International Journal*, 53-75.
- Huang, E. (2012). Online experiences and virtual goods purchase intention. *Internet Research*, 22(3), 252-274.
- Huda, N., Rini, N., Mardoni, Y., & Putra, P. (2012). The Analysis of Attitudes, Subjective Norms, and Behavioral Control on Muzakki's Intention to Pay Zakah. *International Journal of Business and Social Science*, 3(22).
- Jang, S. S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism Management*, 28(2), 580-590.
- Kellaris, J. J., Cox, A. D., & Cox, D. (1993). The effect of background music on ad processing: A contingency explanation. *The Journal of Marketing*, 114-125.
- Kim, H., & Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216-237.
- Kim, S. (2012). The relationships of on-site film-tourism experiences, satisfaction, and behavioral intentions: The case of Asian audience's responses to a Korean historical TV drama. *Journal of Travel & Tourism Marketing*, 29(5), 472-484.
- Kim, S. S., Agrusa, J., Lee, H., & Chon, K. (2007). Effects of Korean television dramas on the flow of Japanese tourists. *Tourism Management*, 28 (5), 1340-1353.
- Kim, S. S., Agrusa, J., Chon, K., & Cho, Y. (2008). The effects of Korean pop culture on Hong Kong residents' perceptions of Korea as a potential tourist destination. *Journal of Travel & Tourism Marketing*, 24(2-3), 163-183.
- Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information Systems Research*, 13(2), 205-223.

- Lansbury, R. D., Kwon, S. H., & Suh, C. S. (2006). Globalization and employment relations in the Korean auto industry: The case of the Hyundai Motor Company in Korea, Canada, and India. *Asia Pacific Business Review*, 12(2), 131-147.
- Lee, S. M., & Chen, L. (2010). The impact of flow on online consumer behavior. *Journal of Computer Information Systems*, 50(4), 1-10.
- Lee, W. J. (2015). Korean Celebrities on the TV Drama and Their Influence to Foreign Fan's Behaviour. *Advanced Science and Technology Letters*, 102, 79-82.
- Lee, W. J. (2015). The Effects of the Korean Wave (Hallyu) Celebrities and Receiver Characteristics on TV Drama Satisfaction and Intention to Revisit. *International Journal of u- and e- Service, Science and Technology*, 8(11), 347-356.
- Levy, M. R., & Windahl, S. (1985). The concept of audience activity. Media gratifications research: Current perspectives, 109-122.
- Ligas, M. (2008). The Moderating Influence of Communal versus Exchange Relationships on a Model of Consumer Commitment in Service. *Society for Marketing Advances Proceedings*, 284-285.
- Lita, R., & Cho, Y. C. (2012). The Influence Of Media On Attitudinal And Behavioral Changes: Acceptance Of Culture And Products. *The International Business & Economics Research Journal* (Online), 11(12), 1433.
- Loureiro, S. M. C., & González, F. J. M. (2008). The importance of quality, satisfaction, trust, and image in relation to rural tourist loyalty. *Journal of Travel & Tourism Marketing*, 25(2), 117-136.
- Manganari, E. E., Siomkos, G. J., Rigopoulou, I. D., & Vrechopoulos, A. P. (2011). Virtual store layout effects on consumer behaviour: applying an environmental psychology approach in the online travel industry. *Internet Research*, 21(3), 326-346.
- Matzler, K., Grabner-Kräuter, S., & Bidmon, S. (2006). The value-brand trust-brand loyalty chain: An analysis of some moderating variables. *Innovative Marketing*, 2(2), 76-88.
- McColl, R., & Truong, Y. (2013). The effects of facial attractiveness and gender on customer evaluations during a web-video sales encounter. *Journal of Personal Selling & Sales Management*, 33(1), 117-128.
- McCutcheon, L. E., Lange, R., & Houran, J. (2002). Conceptualization and measurement of celebrity worship. *British Journal of Psychology*, 93(1), 67-87.
- Metaveevinij, V. (2006). Key success factors of Korean TV industry structure that leads to the popularity of Korean TV dramas in a global market. *Journal of East Asian Studies*, 118.
- Norazah Mohd Suki , (2014). Does celebrity credibility influence Muslim and non-Muslim consumers' attitudes toward brands and purchase intention? *Journal of Islamic Marketing*, Vol. 5 Iss 2 pp. 227 – 240
- Norman K. Denzin, & Yvonna S. Lincoln. (2005). *The Sage handbook of qualitative research*. Sage.

- Novak, T. P., Hoffman, D. L., & Duhachek, A. (2003). The influence of goal-directed and experiential activities on online flow experiences. *Journal of Consumer Psychology*, 13(1), 3-16.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Oliver, R. L. (1999). Whence consumer loyalty?. *The Journal of Marketing*, 33-44.
- Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer*. Routledge.
- Onishi, N. (2004). What's Korean for 'real man'? Ask A Japanese woman. New York Times, 23. Retrieved from <http://www.nytimes.com/2004/12/23/world/asia/whats-korean-for-real-man-ask-a-japanese-woman.html>
- Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research*, 39(1), 78-84.
- Patterson, P. G. (2007). Demographic correlates of loyalty in a service context. *Journal of Services Marketing*, 21(2), 112-121.
- Patzer, G. L. (1983). Source credibility as a function of communicator physical attractiveness. *Journal of Business Research*, 11(2), 229-241.
- Prasad, C. J. (2013). Brand endorsement by celebrities impacts towards customer satisfaction. *African Journal of Business Management*, 7 (36), 3630.
- Psy's 'Daddy' hits 100 million YouTube views. (2016, January 19). Retrieved from http://www.koreatimes.co.kr/www/news/culture/2016/01/386_195767.html
- Reinartz, W., Haenlein, M. and Henseler, J. (2009), An empirical comparison of the efficacy of covariance-based and variance-based SEM. *International Journal of Research in Marketing*, 26 (4), 332-334.
- Ringle, C.M., Wende, S. and Will, A. (2005). SmartPLS 3.0 (Beta), SmartPLS, Hamburg, available at: www.smartpls.de (accessed August 6, 2017).
- Service, K. C. (2011). *Contemporary Korea No.1, The Korean Wave: A New Pop Culture Phenomenon*. Republic of Korea: Korean Culture and Information Service, Ministry of Culture, Sports and Tourism.
- Service, K. C. (2011). *Korean Culture No.2, K-Pop: A New Force in Pop Music*. Republic of Korea: Korean Culture and Information Service, Ministry of Culture, Sports and Tourism.
- Sheeran, P. (2002). Intention—behavior relations: A conceptual and empirical review. *European Review of Social Psychology*, 12(1), 1-36.
- Shim, D. (2006). Hybridity and the rise of Korean popular culture in Asia. *Media, Culture & Society*, 28(1), 25-44.

Shoemaker, S., & Lewis, R. C. (1999). Customer loyalty: the future of hospitality marketing. *International Journal of Hospitality Management*, 18(4), 345-370.

Spake, D. F., & Bishop Jr, J. S. (2009). The impact of perceived closeness on the differing roles of satisfaction, trust, commitment, and comfort on intention to remain with a physician. *Health Marketing Quarterly*, 26(1), 1-15.

Tooke, N., & Baker, M. (1996). Seeing is believing: the effect of film on visitor numbers to screened locations. *Tourism Management*, 17(2), 87-94.

Tuk, W. (2012). The Korean Wave: Who are behind the success of Korean popular culture?. Retrieved from: <https://openaccess.leidenuniv.nl/handle/1887/20142>

Uncles, M. D., Dowling, G. R., & Hammond, K. (2003). Customer loyalty and customer loyalty programs. *Journal of Consumer Marketing*, 20(4), 294-316.

Wang, K., Wang, E. T., & Farn, C. K. (2009). Influence of web advertising strategies, consumer goal-directedness, and consumer involvement on web advertising effectiveness. *International Journal of Electronic Commerce*, 13(4), 67-96.

Westbrook, R. A., & Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research*, 84-91.

Xu, W. W., Park, J. Y., & Park, H. W. (2015). The networked cultural diffusion of Korean wave. *Online Information Review*, 39(1), 43-60.

Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology & Marketing*, 21(10), 799-822.

Yonhap. (2016, January 19). Psy continues to reign supreme on YouTube. Study in Korea. Retrieved from <http://en.liuxuekorea.com/Board/view.aspx?BoardID=33&NowPage=2&m1=6&m2=3&sTab=2&cID=26042>

Yoon, Y. S., Lee, J. S., & Lee, C. K. (2010). Measuring festival quality and value affecting visitors' satisfaction and loyalty using a structural approach. *International Journal of Hospitality Management*, 29(2), 335-342.

Zaichkowsky, Judith Lyne (1986). Conceptualizing Involvement. *Journal of Advertising*, 15 (2), 4-14,34.

Zaichkowsky, J. L. (1994). The personal involvement inventory: Reduction, revision, and application to advertising. *Journal of Advertising*, 23(4), 59-70. (2016, April 26). Malaysia Population clock. County meters. Retrieved from <http://countymeters.info/en/Malaysia>