THE MODERATING ROLE OF SOCIAL MEDIA MARKETING IN THE RELATIONSHIP BETWEEN KOREAN CELEBRITY ENDORSEMENT AND PURCHASE INTENTION OF KOREAN PRODUCTS IN INDONESIA

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Abstract- This study aims to examine the moderating role of social media marketing in the relationship between Korean celebrity endorsement and purchase intention of Korean products in Indonesia. A moderation model was developed and was tested using the Partial Least Square-Structural Equation Modeling (PLS-SEM) technique involving 67 respondents. The results revealed that Korean celebrity endorsement positively affects the purchase intention of Korean products in Indonesia. It was also anticipated that social media marketing moderates such relationship. The contribution of this study is that social media marketing was confirmed as a moderator in investigating the consumer behavior. In addition, this study recommended some strategic efforts for Korean businesses in engaging the celebrities to market their products in Indonesia. This paper includes generalizability as its limitation with suggestions to undertake the broader scope of studies.

Keywords: Celebrity Endorsement; Purchase Intention; Social Media Marketing; Korean Products

1. INTRODUCTION

1.1. Research Background

The rising popularity of all things Korean has occurred globally since the 2000s. The trend, known as the Korean Wave (K-Wave) or Hallyu, has attracted people's interest in Korean products. The wave is also inevitable in Indonesia (Putri & Reese, 2018). It was further described that Korean entertainment, such as pop music (K-pop), TV dramas, and movies spread widely within the country causing increases in Korean fashion styles, fans gatherings, restaurants, language courses, and travels. The K-Wave has evolved into one of South Korea's primary marketing tools for generating interest in its products.

The K-Wave thus has a good impact on Korean products and brands in Indonesia as it increases the purchase intention towards them (Tjoe & Kim, 2016). Based on a survey from Korean Foundation for International Cultural Exchange (KOFICE) in 2019, along with Vietnam, India, Brazil, United Arab Emirates, Malaysia, and China, Indonesia is one of the countries where more than half of its residents have an interest in Korean products and services as the impact of the K-Wave through films, dramas, music, and other entertainment programs

(Lidwina, 2022). Social media marketing can have a significant impact on the purchase intention of Korean products. brands often leverage social media platforms such as Instagram, TikTok, YouTube to showcase their products and engage with consumers. Influencers and K-pop idols a crucial role in promoting Korean products through sponsored content and endorsements.

The visually appealing nature of Korean products, especially in beauty and categories, makes them well-suited for social media platforms. Consumers are often exposed to aesthetically pleasing images, videos, and reviews that create a sense of desire for the products. Social media marketing also allows for direct interaction between brands and consumers This can build trust and loyalty as consumers feel more connected to the brand. Moreover, user-generated content on social can further amplify reach of Korean products as satisfied customers share their experiences with others.

Overall, effective social media marketing strategies can positively influence consumers' intentions by creating awareness, and excitement around new product launches, building brand reputation, and fostering a sense of community among fans of Korean culture. For example, Innisfree, one of the well-known Korean beauty brands, reported successes in its Indonesian operations through the increase in sales and the opening of new stores at various locations (Ariella & Yunus, 2019).

The global success of K-Wave goes hand in hand with the existence of Korean celebrities. They are one of the few reasons Korean entertainment is loved by so many people (Ariella & Yunus, 2019; Azelia et al., 2022). However, the public must understand that new talents must have gone through winding processes, which include rigorous training and casting, before they become what we see now (Kim et al., 2022). As explained in Mudzakir (2018), companies treated celebrities as their brand ambassadors to interact and engage with the community to increase sales. Korean celebrities were engaged to endorse the companies' products. According to Katadata Insight Center (KIC) (2022) an online data and research firm in economics and business, such a marketing strategy is the current trend within many industries. Cosmetics, food and beverage, clothing, gadgets, and shoes are the top five products mostly associated with Korean celebrities (Ahdiat, 2022). A recent survey from the firm revealed that 45.9% of K-Pop fans recalled their Korean celebrities when they saw cosmetics products.

Apart from the rigorous training and casting, Kim et al. (2022) also mentioned that social media and its contents are the success factors of Korean celebrities. Social media can be defined as a group of software-based digital technologies, in the forms of apps and websites, that give users access to digital environments where they can send and receive digital content or information across an online social network (Appel et al., 2020). Since such activities are done online, the internet is required. DataReportal reported that there were 204.7 million internet users out of 277.7 million population in Indonesia in January 2022 (Kemp, 2022). Therefore, Indonesia's internet penetration rate was almost 75 percent. It was added that the Covid-19 pandemic has impacted the internet adoption significantly. There was an increase of internet users in Indonesia by 2.1 million between 2021 and 2022.

Being on social media is one of the most popular online activities. More than 4.26 billion people worldwide used social media in 2021 and the number is expected to rise to approximately six billion by 2027 (Dixon, 2022). The report from DataReportal revealed that at the beginning of 2022, social media usage in Indonesia was equal to 68.9% of the country's entire population (Kemp, 2022). Some of the major social media platforms in Indonesia are Facebook, YouTube, Instagram, Tiktok, LinkedIn, Snapchat, and Twitter. Therefore, the acceptance of social media by marketers as a channel for advertising is not surprising (Appel

et al., 2020). Advertisements is undeniably important for businesses. Advertisements are used to introduce a business, build a brand, and position a business, a product, or a service in the buyer's mind relative to rival businesses (Pal & Pal, 2019).

Due to the existing omni-social nature, from a marketing standpoint, social media influence is likely to affect almost every step of a consumer's decision-making process (Appel et al., 2020). It was also mentioned that a well-known marketing tactic is the use of socially influential people like celebrities to persuade others. E-commerce retailers have already recognized the positive influence of celebrity endorsements on consumers' purchase intention (Geng et al., 2020). Further, it was mentioned that internet celebrities are increasingly serving as brand ambassadors who connect marketers with customers. They bring credibility to content marketing, which attracts consumers' trust in the endorsed retailers and encourages them to make more purchases.

While the role of K-Wave and brand ambassadors on purchase intention of Korean products in Indonesia has been deemed as significant by the industries, there have been conflicting results from past research (Rahmadani & Anggarini, 2021).

1. Limited understanding of the effectiveness of specific social marketing strategies (e.g., influencer collaborations, user-generated content, targeted advertising) in promoting Korean products and influencing purchase intention.
2. Lack of research examining how cultural differences influence the impact of social media marketing on purchase intention for Korean products among different consumers (e.g., Korean consumers vs. non-Korean consumers).
3. Limited investigation into the role of perceived authenticity, trustworthiness, and credibility in social media marketing content related to Korean products and their influence on consumer purchase intentions.
4. Insufficient exploration into product categories (e.g., beauty, fashion, technology) within the Korean market may be differently influenced by social media marketing efforts in terms of driving purchase intention.

Addressing these gaps could provide valuable insights for marketers looking to effectively leverage social media platforms to promote products and increase consumer purchase intentions. Additionally, such research could contribute to a better understanding of cross-cultural social media marketing and its impact on purchasing decisions for products like those in South Korea.

Based on the preceding research gap, this study aims to examine the moderating role of social media marketing in the relationship between Korean celebrity endorsement and the purchase intention of Korean products in Indonesia.

1.2 Literature Review
1.2.1 Korean Celebrity Endorsement

Celebrity endorsement is a marketing strategy that involves using the fame and influence of a celebrity to promote a product, service, or brand (Nelson & Deborah, 2019). Companies often use celebrity endorsements to associate their brand with the positive image and attributes of the celebrity, hoping to transfer some of the celebrity's positive image to their brand and increase brand recognition and sales. Celebrity endorsements can take many forms, including advertisements, commercials, product placements, social media posts, and public appearances (Thakur, 2020). Companies can choose to endorse a celebrity based on various factors, such as their audience demographics, the celebrity's image, their level of influence and popularity, and

the compatibility of their image with the brand's image. Celebrity endorsements can be effective, but they also come with some risks. If the celebrity gets involved in a scandal or their image becomes tarnished, it can negatively impact the brand's image as well. For this reason, companies often choose to endorse celebrities who have a clean image and a positive reputation. Additionally, celebrities who have a large following on social media can be especially effective for spreading brand awareness and increasing brand recognition. Overall, celebrity endorsement can be an effective marketing strategy for companies that want to increase their brand recognition and reach a larger audience. However, companies must carefully choose the right celebrity for their brand and be mindful of the potential risks involved in endorsing a celebrity (Freire et al., 2018; Raluca, 2012).

1.2.2 Social Media Marketing

Social media marketing *(SMM)* is a strategy that involves promoting products or services on social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others. The goal of social media marketing is to increase brand awareness, engage with customers, and drive sales (Appel et al., 2020). Some common social media marketing tactics include (Levin, 2020) content creation, paid advertising, influencer marketing, social media contests and giveaways, customer engagement. Research has shown that social media can be an effective tool for influencing consumer behavior and increasing purchase intention (Umair Manzoor et al., 2020). Some ways in which social media marketing can impact purchase intention include Brand Awareness, Product Awareness, Customer Engagement, Influencer Marketing, User-Generated Content. Overall, social media marketing can play a significant role in influencing consumer behavior and increasing purchase intention. By using a variety of tactics and strategies, businesses can build a strong presence on social media and drive sales. Recent studies considered SMM as a moderator in relationships concerning purchase intention since such role has been insufficiently investigated (Ali & Aziz, 2022).

1.2.3 Purchase Intention

Purchase intention refers to a consumer's likelihood or desire to buy a particular product or service. It is a key concept in marketing and consumer behavior, as it helps companies understand the factors that influence a consumer's decision to make a purchase (Peña-García et al., 2020). Factors that can impact a consumer's purchase intention include their attitudes towards the product or brand, their perceived benefits and risks, their previous experiences with similar products, and their perceived value for money (Mirabi et al., 2015). Marketing strategies can be designed to influence purchase intention by addressing these factors. For example, a company may highlight the benefits of their product, promote its features and quality, or offer discounts or promotions to make it more appealing to potential buyers. Measuring purchase intention provides valuable insights for companies and helps them understand their target market and what motivates their consumers to make a purchase. By using these insights, companies can develop more effective marketing strategies and increase their chances of success in the marketplace.

Therefore, after the explanation above, the hyphotesis will be developed as:

H1: Korean Celebrity Endorsement (KCE) positively affects the purchase intention (PIN) of Korean products in Indonesia.
H2: Social media marketing (SMM) moderates the relationship between Korean celebrity endorsement (KCE) and purchase intention (PIN) of Korean products in Indonesia.

1.2.4 Research Conceptual Model

Based on the preceding, this study proposed a moderation model to understand the relationship between variables, as shown in Figure 1.
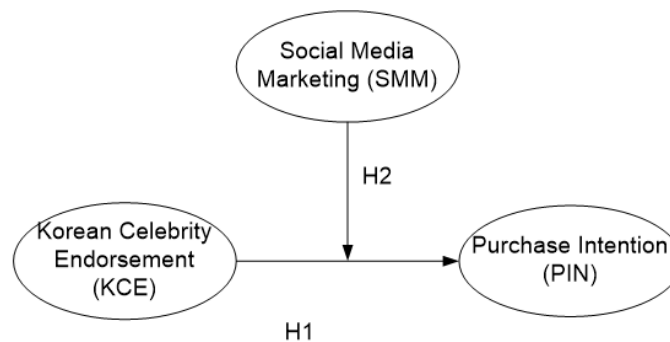
Figure 1. Research Framework

2.   RESEARCH METHODOLOGY
2.1. Methodology
2.1.1 Research Design

This study employed the quantitative methodology using questionnaire as the data collection method. The questionnaire of this study was developed in Bahasa Indonesia as the native language of the respondents. The measurements design included questions on the demographics, such as gender, age, and monthly spending.

2.1.2 Population and Sample

The population in this study was defined as undergraduate students in a private university in East Jakarta who have experienced the Korean Wave (K-Wave) or Hallyu and are familiar with Korean celebrity endorsement. The K-Wave, which refers to the global popularity of South Korean culture, including music, television dramas, and beauty and fashion products, has a large and diverse fan base. Therefore, it is important to consider a wider population beyond just private undergraduate students when studying the impact of social media marketing on purchase intention for Korean products.

1.   Diverse Consumer Demographics: The K-Wave has fans across different age groups and demographics, including teenagers, young adults, and older individuals. Studying a broader population would provide a more comprehensive understanding of how social media marketing influences purchase intentions across different consumer segments.
2.   Global Reach: The influence of K-Wave extends beyond South Korea to international markets such as the United States, Europe, Southeast Asia, and Latin America. Researching the impact of social media marketing on purchase intentions for Korean products among this diverse global audience would be beneficial for marketers aiming to tap into international markets.
3.   Varied Consumer Behavior: Fans of K-Wave are likely to exhibit distinct consumer behavior influenced by their interest in Korean culture. Understanding how social media marketing specifically affects their purchase intentions can provide valuable insights into targeting this unique consumer group.

4. Economic Impact: The global popularity of Korean entertainment has led to significant economic contributions from fans through merchandise purchases and tourism related to Hallyu (the Korean Wave). By studying a broader population influenced by the K-Wave phenomenon in relation to social media marketing's effect on purchasing behavior for Korean products could yield valuable insights into its economic impact.

By considering these factors and broadening the scope beyond just private undergraduate students who may be fans of K-Wave culture or interested in purchasing Korean products due to its cultural influence would result in more comprehensive findings that could benefit both academia and industry alike.

To obtain such a specific audience, the questionnaire contained screening questions. First, respondents were asked to name goods or services that they have used in the past or are currently using. Then, respondents were asked to name the Korean celebrity who endorsed such goods or services.

The minimum sample size ensures the robustness, generalizability, and statistical power of the statistical method's results, means the statistical power of a study is the probability that it will correctly reject a false null hypothesis. In Hair et al. (2017), it was proposed that the minimum sample size should be 10 times the maximum number of arrowheads pointing at a latent variable anywhere in the PLS path model.

Therefore, based on Figure 1, the minimum sample size should be 20. The sampling method was purposive method using Google Form was as the tool for collecting the responses. The sample criteria for a purposive method in the context of studying the K-pop market among undergraduates could include age, gender, interest in K-pop, consumption patterns, level of fandom engagement, and demographics. These criteria can be customized based on the research objectives and context of the study. The questionnaire was distributed online between early and mid-February 2023. Such a method was justified by earlier studies examining college students' behavioral intention (Mukherjee, 2019).

2.2 Analytical Method

The PLS-SEM was employed in this study. The method was used in two stages: (1) evaluation of the measurement model's validity and reliability; and (2) evaluation of the structural model to verify the relationships that had been hypothesized. SmartPLS 3 software was utilized throughout the process to assess the relationships between variables.

This study utilized the explanatory research method to explain the relationship and influence between the dependent variables and the independent variables through hypothesis testing that has been formulated. The indicators of the research variables are listed in Table 1.

Table 1. Indicators of Research Variables

Variable	Items
Korean Celebrity Endorsement (KCE) Source: Megayani & Marlina (2019)	(KCE1) Celebrity has good knowledge about the product. (KCE2) Celebrity is reliable in doing his/her job. (KCE3) Celebrity can be trusted in his/her advertisement. (KCE4) Celebrity looks very attractive in the product advertisement. (KCE5) Celebrity looks very professional in the product advertisement.
Social Media Marketing (SMM)	(SMM1) I am passionate about searching for product descriptions on electronic platforms such as the internet, email or the web.

| Variable	Items
source: Akbarov (2020); Umair Manzoor et al. (2020)	(SMM2) I think social media is an innovation in how to advertise a product or service. (SMM3) I like to spend more time on social media because I like to see the latest fashions. (SMM4) I want to convey information about products from social media to friends. (SMM5) I found interesting content about the product I want to buy on social media
Purchase Intention (PIN) source: Febrian & Fadly (2021)	(PIN1) I will buy products that the Korean celebrity endorses. (PIN2) I will follow the recommendations the Korean celebrity gave. (PIN3) The products that the Korean celebrity endorses catch my attention easily. (PIN4) I always remember the product the Korean celebrity endorses when I buy the product. (PIN5) I bought the product because the Korean celebrity endorsed it.

3. RESULTS AND DISCUSSION

The online survey collected 67 useable responses from 33 male students (49%) and 34 female students (51%). The analysis of the characteristics of the respondents showed that (1) the age range is between 18 and 25 years old; (2) the monthly spending is between IDR 500,000 and 3,500,000; and (3) the most consumed brand is Samsung representing electronics (37 out of 67 votes). Therefore, it can be determined that all respondents are Gen Z (Mahapatra et al., 2022) and are from middle-up families (Ningrum et al., 2014). The brand Samsung was noticeable among them as the respondents represent the most technologically advanced generation and are quite active on social media.

The evaluation of the measurement model assesses the validity and reliability of construct measurements. Convergent validity, internal consistency, and discriminant validity were the three evaluation criteria (Hair et al., 2017). As can be observed from Table 2, the criteria consisting of Outer Loadings (OL), Average Variance Extracted (AVE), Cronbach's Alpha (CA), and Composite Reliability (CR) were satisfied. The two values of SMM which are lower than 0.7 were disregarded since the difference is insignificant. The checks on discriminant validity showed that cross-loadings, Fornell-Larcker, and HTMT criteria were also satisfied. Some of the results are also outlined in Figure 2.

Tabel 2. Results of Measurement Model Assessment

Variables	Indicators	OL (>0.7)	AVE (>0.5)	CA (0.6 – 0.9)	CR (0.6 – 0.9)
Korean Celebrity Endorsement (KCE)	KCE1	0.825	0.745	0.918	0.936
	KCE2	0.883			
	KCE3	0.892			
	KCE4	0.828			
	KCE5	0.884			
Social Media Marketing (SMM)	SMM1	0.683	0.551	0.797	0.859
	SMM2	0.633			
	SMM3	0.729			
	SMM4	0.777			
	SMM5	0.869			
Purchase Intention (PIN)	PIN1	0.932	0.835	0.951	0.962
	PIN2	0.927			
	PIN3	0.914			
	PIN4	0.911			

	PIN5	0.884			
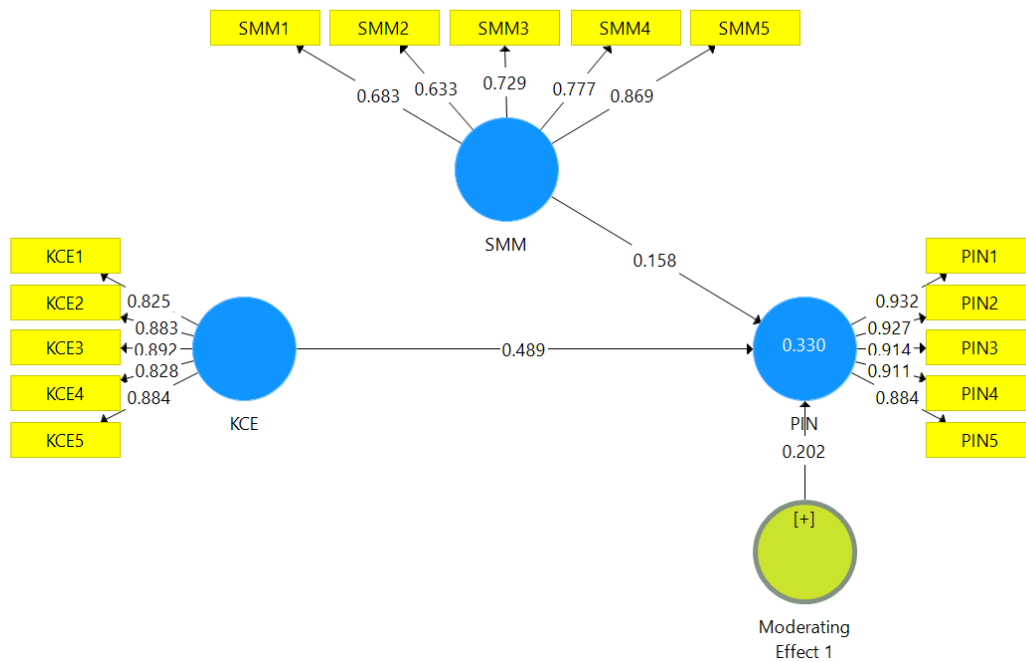
Figure 2. PLS Algorithm Results

Following the acceptable results of the measurement model assessment, the structural model testing was carried out, and the results were detailed in Table 3.

Table 3. Results of Structural Model Assessment

Relationship	t-values	p-values	Hypothesis	Conclusion
KCE → PIN	4.984	0.000	H1	Supported
Moderating → PIN	2.349	0.019	H2	Supported

A typical moderator analysis results representation uses simple slope plots. SmartPLS provides simple slope plots in the results report. The following figure shows a simple slope plot for the relationship from Korean Celebrity Endorsement to Purchase Intention, which is moderated by Social Media Marketing.

It can be revealed from Figure 3 that for high social media marketing (i.e., +1 standard deviation above the mean; green line) we have a weaker relationship (i.e., steeper line) between Korean celebrity endorsement and purchase intention than when we have low social media marketing (i.e., -1 standard deviation below the mean; blue line), which slope is flatter. It illustrates that reductions in social media marketing translate into weaker purchase intention.
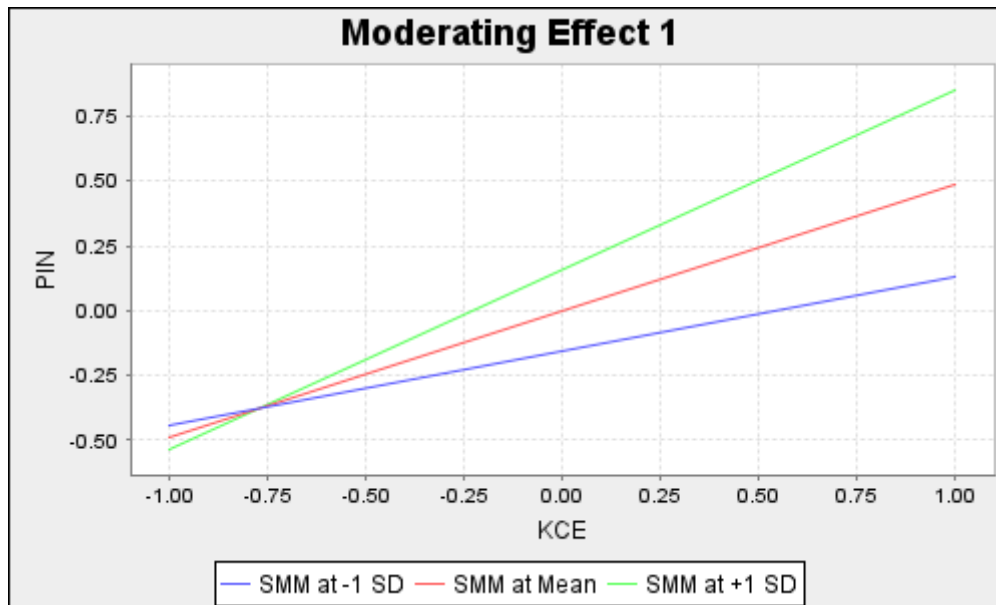
Figure 3. SMM Moderation in Simple Slope Plot

Based on the results in Table 3, H1 was supported that Korean Celebrity Endorsement (KCE) positively affects the purchase intention (PIN) of Korean products in Private Undergraduate Students. The result aligns with past studies conducted locally in Indonesia (Mudzakir, 2018) and in Korea (Tjoe & Kim, 2016) in investigating the role of Korean celebrities in products marketing in Indonesia. Celebrity endorsement can positively affect purchase intention by influencing consumers' attitudes towards a product and creating a sense of trust and credibility.

However, the effectiveness of celebrity endorsement depends on various factors, such as the perceived fit between the celebrity and the product, the type of product, and the target audience. For example, particularly with students as the respondents in this study, Poturak & Kadrić (2013) concluded that celebrity endorsement is a very important factor in product advertisements leading to purchase behavior.

Some apparent reasons that celebrity endorsement can positively affect purchase intention are: (1) Increased visibility: When a celebrity endorses a product or service, it can increase the visibility of the brand and its products, as well as make it stand out in a crowded marketplace; (2) Credibility: Celebrities are often seen as credible sources of information, and their endorsement of a brand can lend it credibility and legitimacy in the eyes of consumers; (3) Aspirational value: Many celebrities have a certain aspirational value, and consumers may be drawn to products or services endorsed by them in the hope of emulating their lifestyles or achieving a similar level of success; (4) Emotional connection: Celebrity endorsements can create an emotional connection between the brand and the consumer, which can be a powerful motivator for purchase.

Based on the results in Table 3 and Figure 3, H2 was supported that social media marketing (SMM) moderates the relationship between Korean celebrity endorsement (KCE) and purchase intention (PIN) of Korean products in Private Undergraduate Students. Past study investigating the online purchase intention also found that social media moderated both the information quality and the security perception of consumers (Ali & Aziz, 2022). The result of this study signifies the role of SMM in creating brand awareness, providing information and education about products or services, and influencing consumers' attitudes which ultimately influence intended consumer behavior. Similar to KCE, the effectiveness of SMM may vary

depending on various factors, such as the type of product, the target audience, and the quality and relevance of the content.

The following are some ways that social media may affect how successful celebrity endorsements: (1) Amplifying the message: Social media can be a powerful tool for amplifying the message that a celebrity endorses. When a celebrity shares a brand's message on their social media platforms, their millions of followers can see the message and potentially take action; (2) Increasing engagement: Social media allows for increased engagement between the brand, celebrity, and the audience. This can enhance the effectiveness of the endorsement by fostering a sense of community and personal connection; (3) Providing transparency: Social media can also increase transparency about the endorsement. Consumers can easily see if a celebrity is being paid to endorse a product, which can help them make more informed purchasing decisions; (4) Exposing controversies: On the other hand, social media can also expose controversies or negative aspects of a celebrity's personal life, which can undermine the effectiveness of their endorsement.

4.1 CONCLUSIONS
4.1. Conclusions
It was concluded that Korean celebrity endorsement positively affects the purchase intention of Korean products in Indonesia. Social media marketing was also anticipated to moderate the relationship between Korean celebrity endorsement and the purchase intention of Korean products in Indonesia. This study confirms that the role of Korean celebrity endorsement and social media marketing is significant in the purchase intention of Korean products in Indonesia.

4.2. Limitations and Suggestions
Despite its contributions, this study has some limitations. This study was specifically conducted within a private university thus limited generalizability. It is then necessary to determine if the findings can be replicated in other settings. Future research could conduct longitudinal studies to explore the role of each variable over time. Other marketing variables, such as event marketing, could be proposed so that the overall model prediction may also be improved.

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