

The Influence of Drama Viewing on Online Purchasing Intention: An Empirical Study

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Abstract. The Korean Wave, which started with Korean singers entering China in the 1990s, has been growing at a rapid pace until recently. Accordingly, Korean dramas, songs, cosmetics, and food are becoming popular in China. Chinese people are extremely interested in Korean culture in general. Korean dramas and K-pop were most influential in the early stages of popular culture. As a result, Korean cultural products began to stand out in China. China's interest in Korean culture has continued around for a long time and has not cooled. This study focuses on analyzing the relationship between motivation for watching Korean dramas and e-commerce purchase intention. The motivation factors for Korean drama viewing were divided into cultural curiosity, drama attractiveness, cultural similarity, relational factors, and viewing habits. Collected data were analyzed using SPSS 22.0 as basic statistics and Smart PLS 2.0 (partial least squared) using structural equations. The results of the empirical analysis of this study are summarized as follows. First, the motivation for watching Korean dramas (cultural curiosity, drama attractiveness, cultural similarity, relational factors, and viewing habits) had a significant effect on Korean attractiveness. Hypothesis H1 was adopted. Second, Korean attractiveness had a significant effect on the purchase intention e-Commerce. Hypothesis H2 was adopted. It is necessary to actively use Korean attractiveness to purchase Korean products in e-Commerce.

Keywords: Cultural curiosity, drama attractiveness, cultural similarity, relational factors, viewing habits.

1. Introduction

The globalization of culture has continued to accelerate since the 1980s. Since the 1990s, Korean cultural products have spread rapidly in Asia, and now, they are even in the United States, Europe, South America, and the Middle East. For example, the 2006 Korean historical drama “Jumong” became popular in Afghanistan with a rating of over 80%. The Korean drama “Heo Jun”, broadcast in Iraq, has an average audience rating of over 80%. Korean singer Psy's “Gangnam Style” ranked second US Billboard chart in 2012. The music video for “Gangnam Style” exceeded 2.8 billion views on YouTube. The craze of the Korean Wave arose different countries, culture, and religion.

Korean dramas and K-pop were the most influential in the early stages of popular culture. As a result, Korean cultural products began to stand out in China. China’s interest in Korean culture has continued for a long time, and has not cooled. China has made significant contributions to purchasing Korean products in e-Commerce by importing products such as Korean dramas and entertainment. The drama "Dae Jang Geum", has caused more interest in Korean food in China since it aired there, and many Korean restaurants have opened in China. Korean products have received a lot of attention. It has been more than 10 years since the drama ended, but many Chinese viewers still remember the main characters and Korean food. The Korean Wave has had a big impact on China's economy and culture. The center of the Korean Wave is China by far. At present, K-pop has gained great popularity in China, mainly among young people. The dramas became very popular regardless of gender or age. In addition, the dramas play an important role in the development of the Korean Wave.

Therefore, this study is aimed at Chinese people who have experience of watching Korean dramas. The purpose of this study is as follows. First, it empirically analyzes whether the watch motivation of Korean dramas has a significant effect on the Korean attractiveness. Second, the specific goal is to examine the Chinese viewers’ watch motivation of Korean dramas, and to investigate the influence of Korean drama views’ motivations on Chinese viewers' intention to buy Korean products in e-commerce.

2. Theoretical Background

2.1. E-Commerce

E-commerce is the buying and selling of goods and services over an electronic network. Due to the special environment called an e-network, it spreads very fast in real time (Xiaohui 2019). The main reason behind the growth of e-commerce is the development of wireless networks and the increase in smartphone-based mobile e-commerce users. There are various characteristics of e-commerce, but four factors can be explained in general (Cho 2019). The first factor is the information that e-

commerce companies provide for the purpose of stimulating consumers' purchasing desire. Consumers can learn more about a product with detailed information on the product in e-commerce. The diversity factor is having a different practice than usual. It provides more benefits, and helps buyers recognize that they have purchased products at low cost. The convenience factor may be described as interface that helps consumers to make a convenient selection when purchasing a product through e-commerce. Finally, the economic factor is the most important part for consumers who buy goods through e-commerce. E-commerce purchases reduce your purchasing budget and it is perceived as a more competitive way to buy products. An e-commerce is an internet-based virtual establishment that is set up to trade goods and services using information and communication facilities. E-commerce is divided into several types according to the trading entity. Generally, a trading agent consists of a business, a consumer, and a government. The most common form of e-commerce is B2C (Business to Consumer) e-commerce, where customer transactions, suppliers and businesses. Representative overseas e-commerce companies such as Amazon and Alibaba are all B2C models in which business and consumer transactions occur. Domestic companies Coupang, 11th Avenue, and Interpark are also e-commerce with B2C structure. As such, B2C-type e-commerce companies are leading the market with a very high share of the global e-commerce market. Amazon, eBay, and Alibaba in China, which have the largest share of e-commerce in the world, have invested heavily in AI technology and have their own algorithms. Based on this, it implements AI speaker, image analysis, SNS search, voice and chatbot, and unmanned IoT offline mall service. In addition, Google, which is not a traditional e-commerce company, entered the retail business and applied new technology. It offers customized style idea service, Google lens, and image search. It is implementing services combining new ICT technologies such as big data, IoT, AI, AR, and VR. Efforts have been made to reduce consumer confusion and maximize the convenience of purchase. As these services can be operated and the customer's consumption pattern DB can be made, the service model can be continuously improved based on this. However, new services provided by domestic companies tend to be very limited compared to overseas e-commerce leaders.

2.2. Motivations for watching Korean dramas

Chinese viewers can get new information about Korean culture by watching Korean dramas and form a positive image of Korea (Lim and Park 2011). By discovering strong cultural proximity in terms of material, presence, and content of Korean and Chinese dramas, Chinese viewers preferred Korean dramas because of their cultural familiarity and proximity to traditional values (Kim 2014). The motivation for viewing these dramas can be seen as a cultural crush. Korean dramas are emotional and it is easy to for Chinese people to sympathize with them. Korean dramas have occupied China, and the Korean wave has become a dominant product. There are

five main motivations that influence Chinese people to watch Korean dramas: cultural curiosity, drama attractiveness, cultural similarity, relational factors and viewing habits.

2.3. Attractiveness of Korean culture

Frequent viewing of foreign TV dramas affects the perception of reality about a country and has positive emotions by forming stereotypes or specific images of a country (Lee 2012, Jung et al. 2019). The degree of feeling about the country of Korea can be called the degree of Korean crush. It is the extent to which they have good regards for Korea or have a good family. In terms of Korean Wave favorability, it means the level of their preference for popular culture, drama, film songs and music (Myo and Park 2013, Park and Bae 2018). Korean culture is very similar to Chinese culture, and Korean dramas and K-pop have become popular in China in recent years. Attractions of tourist destinations are one of the concepts traditionally studied in tourism. Tourists should consider everything at the destination before visiting the tourist destination. Tourists will consider the performance provided by the basic attributes of the destination. Among them, the attractiveness of tourist destinations also acts as a tourist's intention to visit and the competitiveness of tourist destinations, creating a return visit. The attractiveness of a destination is a measure of the capacity of the facility or destination to attract tourists. It can also be used to measure expectations of tourist destinations in empirical studies. In the study of tourist attraction attributes, the tourist attraction attributes can be found in natural resources, general infrastructure, tourism infrastructure, tourism leisure and recreation, culture, It is classified into history and art, political and economic factors, natural environment, social environment, and atmosphere of the place.

2.4. Purchase intention

Purchase intention refers to a consumer's willingness to buy something, and understanding purchase intention is also important as a link between understanding the consumer's buying attitude and purchasing behavior (Park and Park 1990, Choi 2018). This suggests that purchase intention is a subjective psychological state in which the consumer wants to perform a direct action based on a comprehensive evaluation of a specific object (Park and Kim 2001, Park and Song 2009). Purchasing intention is a plan or projection of the future of the consumer's purchasing behavior. The attitude or belief of the consumer is defined as the probability or probability that leads to purchase behavior. Purchasing intention is the link between consumer's purchasing attitude and purchasing behavior and a key predictor of future behavior. It is very important that consumers buy intentional services or products based on their subjective and psychological tendencies. Purchasing intention accurately suggests consumer's future behavior. In general, the more reciprocal and favorable the consumer's attitude toward the object, the higher

the purchase intention, and the higher the purchase intention, the higher the probability of actual purchase. This is because the actual purchase behavior of the consumer is not based on the consumer's attitude toward the service or product but purchase intention, which is a belief in the service or product, leads to the purchase behavior. Purchasing intention is a plan or forecast for the future of the consumer's purchasing behavior, and is defined as the probability or probability that the consumer's attitude or belief leads to the purchasing behavior. Purchasing intention can be judged by the individual's behavior as to whether he or she intends to act on the specific matter. The importance of behavioral intention is emphasized in the process, and intention is a factor that directly determines purchasing behavior. Purchasing intention is likely to lead to actual buying behavior as the price of the product and the involvement in the product are higher. Purchase intention means expected or planned future action. It is defined as the possibility that beliefs and attitudes will be transferred to actions and the future behaviors of consumers. Corporate accountability can have a positive impact on consumers' appraisal and purchase intentions. A relatively low level of corporate social responsibility can weaken consumer intentions, and both corporate social responsibility and price can affect consumer intentions.

3. Research Design

3.1. Research model

The purpose of this study is to investigate the influence of Korean TV dramas on the attractiveness of Korean culture and purchase intention, and find out the main motivations for Chinese people to watch Korean dramas (Cha 2004, Lee and Cho 2009). Based on the analysis results, this study suggests implications by inducing the intention to visit Korea and purchase products by e-commerce after watching Korean dramas. The research model is shown in [Figure 1].



Fig. 1: Research model

3.2. Research hypotheses

Hypotheses on the motivation to watch Korea dramas and the attractiveness of Korean culture: The main motives affecting Chinese people's motivation to watch Korean dramas were categorized into five categories: cultural curiosity, drama attractiveness, cultural similarity, relational factors, and viewing habits. Viewers

who watch Korean dramas are watching dramas to satisfy their various needs, and it can be said that there are various viewing motivations for individuals (Cho 2006, Hyeong et al. 2010). Therefore, this study established the following hypotheses.

Hypothesis H1: The motivations for watching Korean dramas have a significant effect on the attractiveness of Korean culture.

Hypothesis H1-1: Cultural curiosity has a significant impact on the attractiveness of Korean culture.

Hypothesis H1-2: Drama attractiveness has a significant impact on the attractiveness of Korean culture.

Hypothesis H1-3: Cultural similarities have a significant impact on the attractiveness of Korean culture.

Hypothesis H1-4: Relational factors have a significant effect on the attractiveness of Korean culture.

Hypothesis H1-5: Viewing habits have a significant effect on the attractiveness of Korean culture.

Under the influence of the Korean wave, the image and quality of Korean products improved for Chinese consumers. Korean products had a good opportunity to enter the Chinese market through e-commerce and made good results (Cheo 2004, Lee et al. 2017). Therefore, this study established the following hypothesis.

Hypothesis H2: The attractiveness of Korean culture has a significant impact on purchase intention.

3.3. Empirical analysis and results

Table 1: Demographic characteristics(n=224)

Item		Frequency	Ratio(%)
Gender	Male	100	44.6
	Female	124	55.4
Age	10-19	30	13.4
	20-29	93	41.5
	30-39	53	23.7
	40-49	38	17.0
	Over 50	10	4.5
Education	High School	40	17.9
	College	32	14.3
	Graduate college	140	62.5
	Graduate school	12	5.4
Job	Professional	24	10.7
	Self-employed	30	13.4
	White collar	67	29.9
	Student	39	17.4
	Other	64	28.5

Data Collection and Sample Characteristics: A total of 224 TV viewers who lived in China and had experience watching Korean dramas and buying Korean products in e-commerce were surveyed. The basic statistics of the survey are as follows: 45% of respondents were male and 55% were female. Looking at the age distribution, most of the respondents were in their 20s. In terms of educational attainment, college graduates accounted for 63%. In terms of occupational distribution, office work was the highest at 67%.

3.4. Data analysis

Table 2: Reliability and internal consistency

Variables		Factor Loading	AVE	C. R.	Cronbach's α
Cultural curiosity	CC1	0.788	0.788	0.917	0.865
	CC2	0.883			
	CC3	0.885			
Drama attractiveness	DC1	0.895	0.818	0.930	0.888
	DC2	0.922			
	DC3	0.894			
Cultural similarities	CS1	0.909	0.804	0.925	0.878
	CS2	0.897			
	CS3	0.884			
Relational factors	RF1	0.869	0.738	0.918	0.882
	RF2	0.850			
	RF3	0.850			
	RF4	0.867			
Viewing habits	SH1	0.887	0.791	0.919	0.868
	SH2	0.878			
	SH3	0.901			
The attractiveness of Korean culture	KF1	0.903	0.795	0.921	0.871
	KF2	0.901			
	KF3	0.881			
Purchase intention	PI1	0.874	0.735	0.917	0.880
	PI2	0.851			
	PI3	0.865			
	PI4	0.837			

The basic statistics used SPSS 22.0, and Smart PLS 2.0 was used for a structural equation package for the analysis of the survey. Concentration validity checks factor loading, compositional reliability (CR) and variance extraction index (AVE) of each factor. In general, factor loading was 0.6 or more, configuration reliability was 0.7 or more and the variance extraction index was 0.5 or more. There were no problems with discriminant validity because the variance extraction index value was greater than the longitudinal and lateral correlation coefficients.

Table 3: Correlation and discriminant validity

Variables	AVE	1	2	3	4	5	6	7
Cultural curiosity	0.788	0.887						
Drama attractiveness	0.818	0.858	0.904					
Cultural similarities	0.804	0.851	0.834	0.896				
Relational factors	0.738	0.819	0.835	0.829	0.859			
Viewing habits	0.791	0.852	0.833	0.862	0.810	0.889		
The attractiveness of Korean culture	0.795	0.867	0.860	0.851	0.845	0.851	0.891	
Purchase intention	0.735	0.768	0.766	0.758	0.836	0.734	0.762	0.857

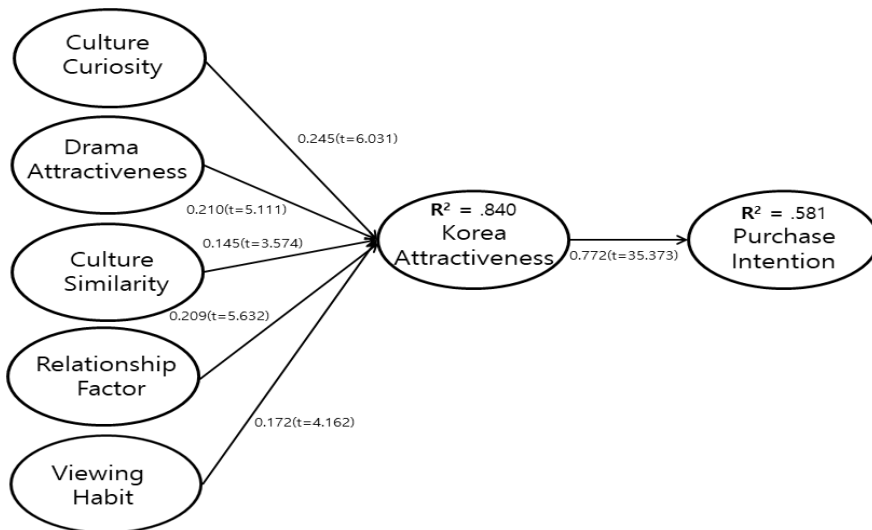


Fig. 2: Verification of research model

Smart PLS 2.0 was also used to derive the path and decision coefficient (R2) results between the variables in the research model. Smart PLS 2.0 has the advantage of being able to analyze with a small number of samples because it can be analyzed with 10 times the number of samples to measure latent variables. Cohen described goodness as “high” when the R2 value was 0.26 or more (Cohen 1988). If the goodness of fit is 0.26 ~ 0.13, it can be marked as “medium,” and if it is less than 0.13, it is “low.” the attractiveness of Korean culture (0.840) and

purchase intentions (0.581) were “high.”

Table 4: Hypothesis test results

Hypothesis Path	Standardized Coefficient (β)	t-value	Decision
H1-1: Cultural curiosity → The attractiveness of Korean culture	0.245	6.031	Accept
H1-2: Drama attractiveness → The attractiveness of Korean culture	0.210	5.111	Accept
H1-3: Cultural similarities → The attractiveness of Korean culture	0.145	4.574	Accept
H1-4: Relational factors → The attractiveness of Korean culture	0.209	5.632	Accept
H1-5: Viewing habits → The attractiveness of Korean culture	0.174	4.162	Accept
H2: Korean attractiveness → purchase intention	0.762	35.373	Accept
t=1.97*, p <0.05			

In Hypothesis H1-1, cultural curiosity and the attractiveness of Korean culture ($\beta=0.245$, $t=6.031$, $p<0.05$) were found to have a significant effect. Korea has a history of cultural exchange with China. The cultural backgrounds of the two countries have much in common. Therefore, it is influenced by cultural curiosity. In Hypothesis H1-2, drama attractiveness and the attractiveness of Korean culture ($\beta=0.210$, $t=5.111$, $p<0.05$) had a significant effect. The more you watch Korean dramas, the more you like Korea. The cultural similarity of Hypothesis H1-3 ($\beta=0.145$, $t=4.574$, $p<0.05$) was found to have a significant effect. China and Korea are deeply influenced by Confucianism. Both countries have very similar family values, equality of thought and etiquette. Therefore, environmental similarity affects the attractiveness of Korean culture. The relational factors of Hypothesis H1-4 and the attractiveness of Korean culture ($\beta=0.209$, $t=5.632$, $p<0.05$) were found to have a significant effect. Today, more and more people are traveling to Korea. By understanding Korean culture, history, and humanities, many Chinese people want to live in Korea (Lajevardi 2017, Jo 2015). If relational factors are high, it can be explained that Korean favorability is increased. The viewing habits of Hypothesis 1-5 and the attractiveness of Korean culture ($\beta=0.172$, $t=4.162$, $p<0.05$) were found to have a significant effect. Because of the Korean Wave, Chinese people have increased interest in Korea. Korean dramas always give a romantic feeling (Lee 2017, Kim 2018). The viewing habits of Korean dramas have an influence on Korean likability. The attractiveness of Korean culture of Hypothesis H2 and the

purchase intention of Korean cosmetics ($\beta=0.762$, $t=35.373$, $p<0.05$) had a significant effect. The higher the preference in Korea, the higher the intention to purchase cosmetics.

4. Conclusion

The purpose of this study is to identify the motivations for watching Korean dramas that reflect the various needs to purchase Korean products by e-commerce. In the existing research, we want to establish the factors of viewing motives, to understand what viewers like in Korea, and to examine how the attractiveness of Korean culture influences the intention to purchase products by e-commerce. The factor analysis of the motivation for watching Korean dramas was derived from five factors: cultural curiosity, drama attractiveness, cultural similarity, relational factors, and viewing habits. First of all, the cultural curiosity for watching Korean dramas is related to the facilities where people want to know about Korean culture, Korean life, and information. Second, among the five factors of Korean drama viewing motivations, the drama's attractiveness is most important. Third, cultural similarity factors for Korean drama viewing motivation include drama contents similar to Chinese traditions and culture, and drama settings similar to Chinese reality. Fourth, the relational factors for Korean drama viewing motivation include the desire to visit Korea and to live in Korea. Fifth, viewing habits include the habitual viewing of Korean dramas.

In Hypothesis 1, the five factors of Korean drama viewing motivation (cultural curiosity, drama attractiveness, cultural similarity, relational factors, and viewing habits) showed a positive influence on the attractiveness of Korean culture. These results suggest that all the motivation factors are important in order to increase the likelihood of Chinese viewers watching Korean dramas. They are important factors influencing the attractiveness of Korean culture for Chinese viewers. In Hypothesis 2, the attractiveness of Korean culture has a positive effect on e-commerce purchase intention. As a result, it can be seen that there is a high likelihood that Korea has a direct influence on the e-commerce purchase intention of Chinese viewers who watch Korean dramas.

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