

Influence of K-Pop Celebrity Endorsements and Premium Promotions on Cosmetics Purchasing Decisions: Evidence from Indonesian Idol Fans

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Abstract. This study examined the impact of K-pop idol brand ambassadors and exclusive photocards on cosmetics purchase decisions among 400 K-pop fans in Jakarta, Indonesia. A quantitative survey was conducted to test the influence of brand ambassador credibility, attractiveness, and power along with sales promotion premiums on hedonic shopping motivation and purchase choices. Results of PLS-SEM analysis showed brand ambassadors indirectly impacted purchase decisions through hedonic motivation, while premium photo cards directly affected both motivation and purchases. The findings suggest combining idol brand ambassadors with exclusive promotional items effectively stimulates cosmetics purchases among K-pop fans in Jakarta. This research is novel in its exploration of the combined influence of K-pop idol brand ambassadors and exclusive premium photocards on Korean beauty product purchases within Jakarta's K-pop idol fan community. By examining this unique intersection and its implications, the study offers fresh insights into consumer behavior, marketing strategies, and cultural dynamics, enriching the body of knowledge in this field.

Keywords: Brand Ambassador, Hedonic Shopping Motivation, Purchase Decision, Sales Promotion

1. Introduction

The Korean Wave has made its way to Indonesia, and the increasing purchasing power for cosmetic products has led South Korean beauty industry players to expand their presence in the country (Ellora, 2018). K-pop, K-Drama, and brand ambassadors have contributed to the success of South Korean beauty products, inspiring Indonesian consumers to desire clean and healthy skin (Syana, 2018). One common strategy employed by South Korean cosmetic brands is using K-pop idols as brand ambassadors while implementing premium sales promotions. As we can see some collaborations such as The Saem X Seventeen, Candy Lab X NCT Dream, Blackpink's HERA X Jennie, and Innisfree X Wanna One, among others. Interestingly, Indonesian cosmetic brands also adopt these strategies, such as Scarlett Whitening X Twice, Somethinc X NCT Dream, and EVERWHITE X Kim Seon Ho.

The selection of premium sales promotion tools, particularly photocards, is related to the current trend of photocard collection within the K-pop idol fan community. Collectors in this community often resell exclusive photocards at a high price due to their strong interest and purchasing power (Tribunnews.com, 2021). Singh & Banerjee (2021), emphasized the crucial role of marketers in designing effective communications to target customers through celebrities. They also highlighted the importance of providing the right products to establish a stronger and more enduring brand personality. Another study by Liu et al., (2022) found that framing products as gifts can increase consumers' intention to make a purchase. The study also found that the perception of being fortunate to receive a gift can enhance consumer responses to sales promotions.

K-pop idol brand ambassadors help companies target a specific demographic, which is K-pop fans. By understanding how effective these ambassadors are, companies can optimize their marketing strategies to resonate with this passionate fan base (Al Mamun et al., 2023). K-pop fans often have strong emotional connections to their favorite idols. When these idols endorse a product or service, it can create a powerful emotional connection between the fan and the brand, leading to increased loyalty and purchasing intent (Halim & Kiatkawsin, 2021). Effective utilization of K-pop idols and premium photo cards can help build long-term brand loyalty among fans. This can lead to repeat purchases, word-of-mouth recommendations, and sustained revenue streams (Macheka et al., 2023).

Previous research in Indonesia found that brand passion and brand affection influenced purchase intention, but celebrity endorsement had no significant effect (Catharina Clara, 2023). Others analyze how audience engagement with Korean entertainment, idol adoration, brand recognition, and the perceived quality of Korean beauty products influence both the intention to purchase products and the intent to travel to Korea (Halim & Kiatkawsin, 2021). Every brand aims to receive positive feedback from their marketing efforts, especially when significant investments are made, such as utilizing a brand ambassador. Therefore, the researchers identified certain gaps that could be analyzed to complement the previous analyses. These gaps primarily focus on the utilization of K-pop idol brand ambassadors and premium photo cards in sales promotions, which are key factors that influence purchasing decisions within the K-pop idol fan community. Research in this area contributes to the academic understanding of consumer behavior, fan communities, and the entertainment industry. It can also inform industry best practices and standards.

2. Literature Review

2.1. Sales Promotion

Sales promotion is a short-term element in the marketing mix that triggers customers' impulsive nature. Unlike other elements such as advertising and personal selling, which entice and influence purchase decisions without creating a sense of urgency, sales promotions prompt customers to make immediate purchases due to their limited duration. Peter (2000), defines sales promotion as a marketing event that directly influences customer behavior. According to Kotler and Keller, as cited in Khotimatul Khusna & Oktafani (2017), sales promotions encompass various short-term incentives designed to encourage product or service trials and purchases. Nabillah & Lubis (2023), defines sales promotion as a company

activity that strategically showcases and arranges marketed products for easy visibility by consumers. In conclusion, sales promotion is a short-term component of the marketing mix that employs direct actions to stimulate immediate or direct purchases.

One commonly used sales promotion tool is the premium. Sitorus & Utami, (2017) define a premium as an item offered at a relatively low price or for free, aiming to incentivize customers to purchase specific products. Aminah et al. (2022), define premiums as tangible rewards given for specific purposes, typically linked to product purchases. Shen & and Xiang (2019) argue that offering gifts is a primary strategy for businesses to boost product sales. In the case of gift promotions, the products that are given free to consumers are referred to as gifts, while the main products are the ones being promoted. Based on the above, it can be concluded that premiums serve as sales promotion tools where companies offer goods as free or low-cost gifts to drive short-term sales.

2.2. Brand Ambassador

One popular marketing strategy employed by brands, especially new ones, is the utilization of brand ambassadors or brand advocates. Lailiya (2020) defines brand ambassadors as individuals who are widely recognized by the public for their accomplishments beyond the products they endorse. According to Sutandi & and Aulia (2023), brand ambassadors serve as tools used by companies to effectively communicate and connect with the public, extending beyond their impact on sales. Ahmad et al. (2019), define a brand ambassador as someone who supports a brand, often involving well-known public figures or even regular individuals referred to as ordinary endorsers.

Based on the definitions, it can be concluded that a brand ambassador is an individual or a group of public figures appointed to represent a brand or product, effectively communicating, and marketing the products to the public. According to Ilmi et al. (2020), three key attributes can be utilized as indicators to evaluate the effectiveness of celebrity endorsements in supporting brands. Credibility refers to the extent to which a trusted person or group is perceived as trustworthy. Kurniawan & Kunto (2014), said that credibility encompasses the audience's perceptions of the source's strengths, which in turn influence their acceptance and willingness to follow the source. The credibility of an endorser plays a significant role, as their characteristics determine their level of credibility.

Attractiveness is an important attribute for assessing the effectiveness of using a brand ambassador because it can influence the attitudes and behavior of individuals who observe them. According to Ilmi et al. (2020), attractiveness comprises three dimensions: similarity, familiarity, and liking. The attractiveness of a brand ambassador can be perceived when individuals feel a sense of similarity and familiarity with the ambassador. However, individuals who already like brand ambassadors may feel attracted regardless of these two factors.

Ferdiana Fasha et al. (2022), state that the source attribute of power works through the psychological process of compliance. Compliance occurs when an individual is persuaded by an advertised source because they hope to achieve a favorable reaction or approval from this source. Compliance occurs when individuals are persuaded by sources (brand ambassadors) in advertising and return desire favorable outcomes such as reactions and justifications.

2.3. Hedonic Shopping Motivation

Hedonic shopping motivation, as discussed by researchers Jones et al. (2006), is driven by the desire to experience pleasure during the shopping process. Customers seek to find enjoyment, relieve stress, escape from problems, engage in social interactions, and stay up-to-date with new trends and products. It is a shopping behavior focused on emotional fulfillment rather than strictly meeting functional needs or completing shopping lists. According to Yim et al. (2014), the benefits of hedonic shopping motivation lie in the experiences and emotional satisfaction it provides. It offers customers a sense of happiness, fantasy, stimulation, sensuality, and enjoyment.

Customers are drawn to the process of shopping itself, deriving pleasure from the adventure it brings, treating themselves, shopping for others to enhance their happiness, finding value in hunting for

bargains, enjoying social interactions while shopping, and seeking new information and trends to be trendsetters among other shoppers, said Arnold & Reynolds (2003). Overall, hedonic shopping motivation represents an emotional approach to shopping where customers aim to satisfy their desires for pleasure, excitement, and satisfaction through the act of shopping.

2.4. Purchase Decision

The purchase decision, as described by various researchers, encompasses the stage when a buyer makes a choice, purchases a product, and consumes it. It is an integration process that involves combining knowledge to evaluate and select from two or more alternative behaviors. This decision-making stage occurs before the actual purchase of a product. Purchasing decisions involve multiple processes and stages, including information search, evaluation of alternatives, and ultimately deciding to buy a specific product or item.

There are several roles involved in purchasing decisions, as stated by Hanaysha et al. (2021), the initiator is the individual or group who first proposes the idea of buying a product. Influencers are individuals or groups who influence the decision-making process. Decision makers (deciders) are individuals or groups with the power to determine the purchasing decision. Buyers are those who make the actual purchase, and users are the individuals or groups who use the purchased goods or services. According to Kotler in Santoso & Sispradana (2021), five factors can impact the customer's purchasing decision process. These include the purpose of the product purchase, information processing leading to brand selection, product stability, recommendations given to others, and repeat purchases. Product stability refers to customers eliminating choices and being determined to purchase a specific product based on factors such as quality and price. Habits in buying products also influence purchasing decisions, as satisfied customers tend to prefer purchasing products, they are familiar with. Additionally, customers who are satisfied with a product are likely to recommend it to others, such as friends, family, and relatives, to share the benefits, they have experienced.

In summary, the purchase decision involves various processes and stages in which buyers search for information, evaluate alternatives, and make a decision before ultimately purchasing a product. Factors such as product stability, habitual buying behavior, and recommendations from satisfied customers can all influence the customer's purchasing decision process.

2.5. Hypotheses Development and Research Model

Brand ambassadors are one of the marketing strategies used to increase public attention (awareness) and boost sales. Often, the use of brand ambassadors is associated with hedonic shopping motivation. For example, fans of K-pop idol BTS are motivated to purchase products from Tokopedia because BTS serves as the brand ambassador (Alan & Aprilianty, 2022). In a study conducted by Bennett et al. (2020), the fantasy-based relationship occurs due to the hedonic motivation of customers when buying products endorsed by their favorite artists or personalities. The findings of research conducted by Ferdiana Fasha et al. (2022), indicate that brand ambassadors significantly influence purchase intention and purchasing decisions. Therefore, the researchers propose the following hypothesis:

H1: Brand ambassadors significantly influence Hedonic Shopping Motivation.

Kotler & Armstrong in Adirinekso et al. (2021), identified various primary sales promotion tools, such as samples, coupons, cash refunds, price packs, premiums, advertising specialties, point-of-purchase displays, contests, sweepstakes, games, and event sponsorships. Pratminingsih et al. (2021), discovered that hedonic shopping motivation and sales promotions have a simultaneous impact on positive emotions. Similarly, Yulianto et al. (2021), found that customers with a hedonic orientation can boost sales when sales promotions are implemented. Based on these findings, the researchers propose the following hypothesis:

H2: Sales Promotion Premium significantly influences Hedonic Shopping Motivation.

The use of brand ambassadors by companies aims to influence and persuade customers to purchase their products. Additionally, brand ambassadors are employed to enhance the company's image. According to Geraldine & Ayu Candraningrum (2020), a brand ambassador is an individual chosen to support a brand, ranging from popular figures in society to ordinary endorsers. In a study conducted by Korompis et al. (2022), it was found that the brand ambassador variable has a positive and significant impact on brand image and purchasing decisions. This finding is further supported by Dewi et al. (2020), which indicates that brand ambassadors significantly influence purchasing decisions. The study suggests that there are two types of influences on purchasing decisions: direct and indirect influences. Based on these findings, the researchers propose the following hypothesis:

H3: Brand ambassadors significantly influence Purchase Decisions. Sales promotion is a short-term incentive used to encourage or increase the purchase of products/services.

According to Sitorus & Utami (2017), premiums are items offered at a relatively low or free price to incentivize customers to purchase specific products. In a study conducted by Sukma & Riptiono (2022), it was found that sales promotion has a partial effect on customers' purchase decisions. This finding is also supported by research conducted by Astuti & Abdullah in Muslih et al. (2021), where it was found that promotions have a positive and significant impact on customers' purchase decisions. Based on these findings, the researchers propose the following hypothesis:

H4: Sales Promotion significantly influences Purchase Decisions.

Hedonic Shopping Motivation is a motivation where an individual engages in shopping or making purchases based on their personal feelings. According to (Purnomo & Riani (2018), hedonic shopping motives refer to spontaneous shopping behavior without considering its long-term usefulness. In a study conducted by (Lestari & Tiarawati, 2020), it was found that there is a significant influence between hedonic shopping motivation and customers' purchase decisions. This finding is further supported by research conducted by Ernanda (2017), which indicates that Hedonic Shopping Motivation has a positive and significant impact on customers' purchase decisions. Korean entertainment, idol adoration, brand recognition, and the perceived quality of Korean beauty products influence both the intention to purchase products and the intent to travel to Korea (Halim & Kiatkawsin, 2021). Therefore, the researchers propose the following hypothesis:

H5: Hedonic Shopping Motivation significantly influences Purchase Decisions.

Korompis et al. (2022), discovered that the presence of a brand ambassador has a positive and significant impact on brand image and subsequent purchase decisions. Similarly, Bennett et al. (2020), found that customers develop fantasy-based relationships driven by their hedonic motivation when purchasing products endorsed by their favorite celebrities or figures. Additionally, Lestari & Tiarawati (2020), revealed a significant influence of hedonic shopping motivation on customers' purchase decisions. These three variables were found to be mutually interconnected to some extent. Based on these findings, the researchers proposed the hypothesis:

H6: Brand ambassador has a significant effect on purchase decisions through hedonic shopping motivation.

According to Sitorus & Utami (2017), premiums are goods offered at a relatively low or free price to incentivize customers to purchase specific products. In a study conducted by Çavuşoğlu et al. (2020), it was found that in business, customers who are hedonically oriented can increase sales during promotional campaigns. Sukma & Riptiono (2022), also found that sales promotion has a partial influence on customers' purchase decisions. These three variables were found to have partial

interrelationships. Therefore, the researchers propose the following hypothesis:

H7: Sales promotion premiums significantly influence purchase decisions through hedonic shopping motivation.

Based on the theoretical framework and hypotheses derived from previous research and the identified problem, the research model depicted in Fig 1. below is formed and will be tested in this study.

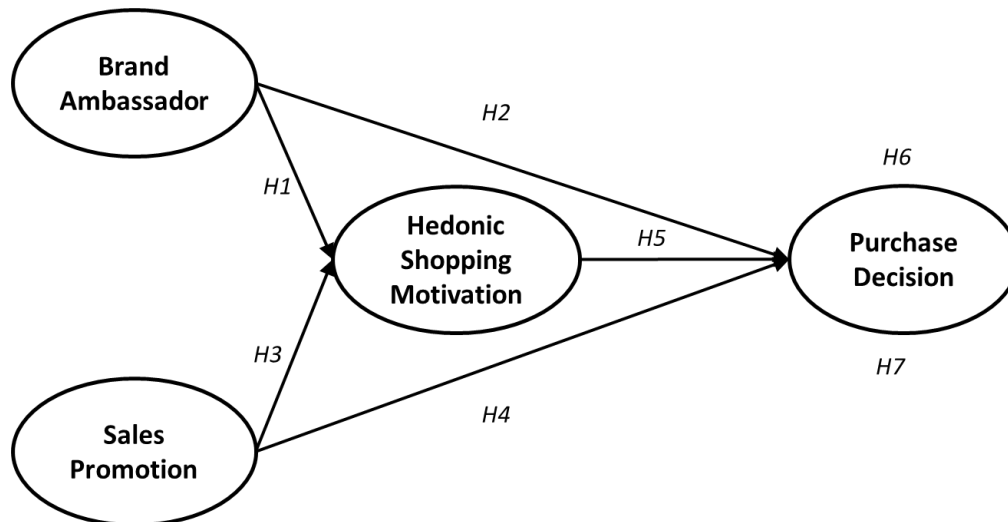


Fig 1. Research Model

3. Methodology

This quantitative study employed a cross-sectional research design. Data was collected through structured questionnaires with a total sample of 400 respondents. Random sampling will be used to select participants from a defined population. Data for this study were collected through an online survey distributed via Google Forms to K-pop fanbase social media accounts. The research design used in this study is causal associative research, as defined by Hair et al. (2010), which aims to analyze the causal relationship between two or more variables and other variables. In this research, the authors examined the impact of the independent variables, namely Brand Ambassador (X1) and Sales Promotion Premium (X2), on the dependent variable, namely Purchase Decision (Y), with the mediating variable (intervening variable) of Hedonic Shopping Motivation (Z). The measurement used to measure the variables in this research is a Likert scale from 1 strongly disagree to 5 strongly agree.

The research context focused on eight South Korean makeup brands (Nature Republic, Etude House, Nacific, The Saem, Innisfree, Tony Moly, Some by Mi, and CLIO) that have official stores in Indonesia and utilize K-pop Idol brand ambassadors and sales promotion premium photo cards. The unit of analysis in this study is K-Pop Idol fans residing in Jakarta who have purchased the mentioned cosmetic brand products online or offline. The analysis technique utilized in this study is Partial Least Square - Structural Equation Modelling (PLS-SEM).

Before conducting hypothesis testing, validity and reliability within 23 (twenty-three) indicators tests were performed to ensure the suitability of the data for hypothesis testing. Following Hair et al. (2019), indicators were considered valid if they met the criterion of discriminant validity (AVE – Average Variance Extracted), which is > 0.5 . Additionally, a reliability test using Cronbach's Alpha was conducted to assess the reliability of each variable. The requirement for Cronbach's Alpha test is that the value should be > 0.7 (Ghozali & Latan, 2015). The validity and reliability test yielded the following results:

Table 1. Validity & Reliability test results (Loading Factor, Cronbach Alpha, and AVE)

Variables	Indicator	Loading Factor	Cronbach's Alpha	AVE	Description
Brand Ambassador (X1)	X1.1. Expert or proficient in the field related to cosmetics.	0.761	0.818	0.519	Valid & Reliable
	X1.2. Trustworthy in advertising products.	0.652			Valid & Reliable
	X1.3. Shares similarities with customers.	0,747			Valid & Reliable
	X1.4. A captivating personality.	0,712			Valid & Reliable
	X1.5. Matches the advertised product.	0,690			Valid & Reliable
	X1.6. Always supports what is advertised or promoted.	0,755			Valid & Reliable
Sales Promotion (X2)	X2.1. Adequate promotional efforts are made to provide promotional information.	0,762	0.782	0.530	Valid & Reliable
	X2.2. Sales promotions serve as a crucial factor for buyers during the purchasing process.	0,650			Valid & Reliable
	X2.3. Customers conducted promotions positively.	0,688			Valid & Reliable
	X2.4. The duration of the promotions is sufficient	0,768			Valid & Reliable
	X2.5. Promotions are well-suited for target customers.	0,763			Valid & Reliable
Hedonic Shopping Motivation (Z)	Z.1. Shopping provides an exciting experience.	0,697	0.826	0.539	Valid & Reliable
	Z.2. Shopping helps alleviate boredom or stress.	0,792			Valid & Reliable
	Z.3. It's more enjoyable to shop for others.	0,740			Valid & Reliable
	Z.4. Prefer shopping at places that offer discounts or promotions.	0,601			Valid & Reliable
	Z.5. Shopping is more enjoyable when done with family or friends.	0,791			Valid & Reliable
	Z.6. Shopping follows new trends.	0,764			Valid & Reliable
Purchase Decision (Y)	Y.1. Have eliminated alternative products.	0,703	0.828	0.538	Valid & Reliable
	Y.2. Doesn't require much time to	0,708			Valid & Reliable

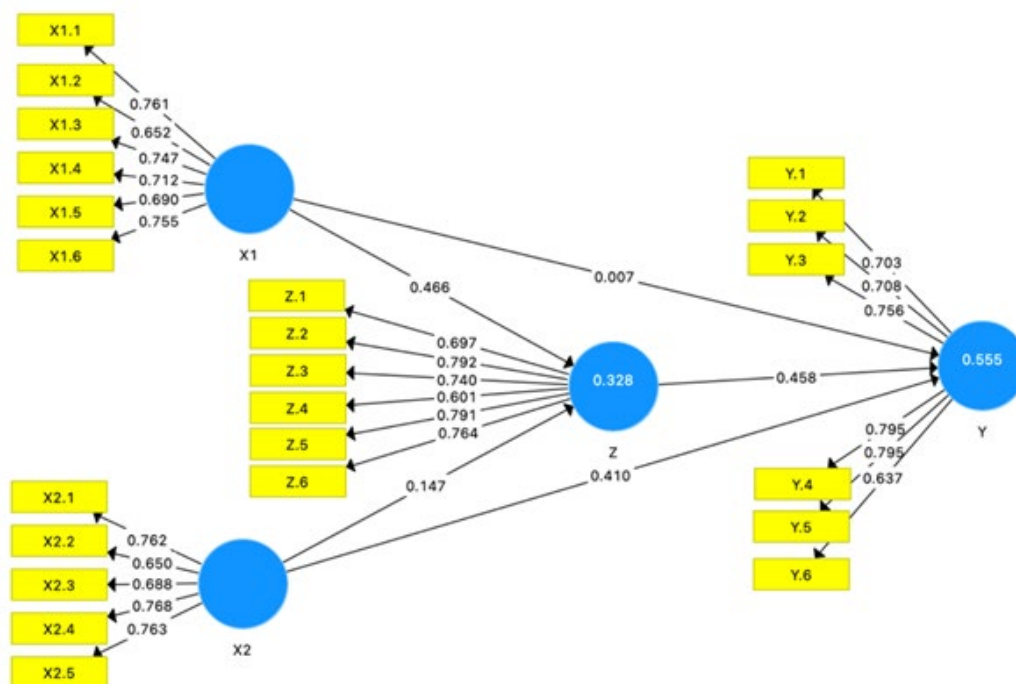
Variables	Indicator	Loading Factor	Cronbach's Alpha	AVE	Description
	purchase the product.				
	Y.3. Accustomed to buying that product.	0,756			Valid & Reliable
	Y.4. Prefer that brand over others.	0,795			Valid & Reliable
	Y.5. Would recommend products from that brand to others like friends, relatives, and family.	0,795			Valid & Reliable
	Y.6. Feel satisfied after purchasing the product.	0,637			Valid & Reliable

The researchers performed structural model testing, also known as inner model testing, to examine the impact of specific exogenous latent variables on an endogenous variable. In this testing, a higher value of R Square (R^2) indicates a greater influence of the exogenous latent variables on the endogenous variable. The results of the R-Square (R^2) test using Smart PLS software version 3.2.9 are presented in the following table:

Table 2. Coefficient determination (R^2) results

Variables	R Square	Status
Hedonic Shopping Motivation (Z)	0.555	Moderate
Purchase Decision (Y)	0.328	Weak

The results of the structural model test (inner model) indicate that the R-squared value for the influence model of brand ambassadors and sales promotion premium on hedonic shopping motivation is 0.555. This means that the brand ambassador variable and premium sales promotion, as independent variables, account for 55.5% of the variance in hedonic shopping motivation. The remaining 44.5% of the variance is attributed to other variables or factors not included in the study.

Fig 2. Complete Research Model for Validity, Reliability, and R^2 (outer model)

In addition, the results of the other structural model tests (inner models) reveal that the R-squared value for the influence model of brand ambassadors and sales promotion premium on purchasing decisions is 0.328. This indicates that the brand ambassador and sales promotion premium variables, as independent variables, explain 32.8% of the variance in purchasing decisions. The remaining 67.2% of the variance is accounted for by other variables or factors outside the scope of this study. To provide a clearer and more detailed description of the results, this research presents the findings of validity, reliability, and coefficient determination (R^2) in the form of SmartPLS results. These results are visually represented in Figure 2, which illustrates the following outcomes:

4. Hypotheses testing results

Path coefficient testing is performed to examine the direct relationships between variables. In this testing, a T-statistics value greater than 1.96 indicates a significant relationship, while a value less than 1.96 suggests non-significance (Ghozali & Latan, 2015). Additionally, the acceptance criterion for the P-values is a value below 0.05 (Hair et al., 2010). Therefore, a hypothesis is accepted if the P-value value is less than 0.05 and rejected if it exceeds 0.05. Similarly, the specific indirect effects testing aims to assess indirect relationships between variables, and the acceptance criterion for P-values in this case is also below 0.05 (Hair et al., 2019). In summary, a hypothesis is accepted if the P-value value is less than 0.05 and rejected if it exceeds 0.05. The hypothesis testing in this study was conducted using Smart PLS software version 3.2.9, and the results are presented below.

Table 3. Hypotheses testing results (Direct Effect)

Hypotheses	Relation	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
H1	$X1 \rightarrow Z$	0,466	0,473	0,057	8,172	0,000	Accepted
H2	$X1 \rightarrow Y$	0,007	0,008	0,084	0,080	0,937	Rejected
H3	$X2 \rightarrow Z$	0,147	0,152	0,073	2,000	0,046	Accepted
H4	$X2 \rightarrow Z$	0,410	0,417	0,060	6,791	0,000	Accepted
H5	$Y \rightarrow Z$	0,458	0,453	0,076	6,064	0,000	Accepted

Based on the analysis results, it can be observed that brand ambassadors have a significant positive impact on Hedonic Shopping Motivation, indicating that their involvement exerts influence on customers' motivation to engage in pleasurable shopping experiences. However, the findings reveal that brand ambassadors do not have a significant direct effect on purchasing decisions, suggesting that their influence does not directly impact customers' final purchase choices. On the other hand, the results demonstrate that Sales Promotion Premium has a significant positive impact on both Hedonic Shopping Motivation and Purchase Decisions. This implies that the implementation of exclusive promotions and incentives plays a crucial role in motivating customers to make purchases. Some products endorsed by brand ambassadors may be exclusive or limited editions, which taps into the hedonic desire for novelty and collectibility. Consumers are motivated to purchase these products not just for their functional value but also for the unique and collectible aspect associated with the ambassador's endorsement (Andira & Prasetyo, 2023).

In some cases, consumers may be skeptical about celebrity endorsements in general. They may believe that celebrities are paid to endorse products and, therefore, their endorsements are not a genuine reflection of their preferences or experiences. This skepticism can undermine the impact on purchase intention. The presence of multiple influencers and sources of information can dilute the impact of a single brand ambassador, making it challenging for their endorsement to significantly influence purchase intention (Lee & Jeong, 2023).

Moreover, the analysis reveals that Hedonic Shopping Motivation exhibits a significant positive influence on Purchase Decisions, underscoring the significance of customers' enjoyment and pleasure-seeking motives in shaping their purchasing behavior. In summary, the study highlights the differential effects of brand ambassadors and sales promotion premium on customers' shopping behavior, wherein brand ambassadors primarily influence customers' motivation for pleasurable shopping experiences, while sales promotion premium directly impacts both shopping motivation and purchase decisions. Hedonic shopping can create positive associations between consumers and products. When consumers have enjoyable shopping experiences, they may associate those positive emotions with the products they purchase. These positive associations can influence purchase decisions by making the products more attractive and appealing (Lestari & Tiarawati, 2020).

Table 4. Hypotheses testing results (Indirect Effect)

Hypotheses	Relation	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
H6	$X1 \rightarrow Z \rightarrow Y$	0,214	0,213	0,039	5,456	0,000	Accepted
H7	$X2 \rightarrow Z \rightarrow Y$	0,067	0,066	0,030	2,242	0,025	Accepted

The sixth hypothesis suggests that brand ambassadors indirectly influence customer purchasing decisions through Hedonic Shopping Motivation. The analysis supports this hypothesis, with a T-statistics value of 5.456, indicating statistical significance. The value result of 0.000 further confirms this significance. Thus, the sixth hypothesis is accepted, concluding that the use of K-Pop Idol brand ambassadors by South Korean cosmetic brands affects customer purchasing decisions through Hedonic Shopping Motivation. Premium photo cards, which are often collectible and associated with K-pop idols, tap into the hedonic desire for novelty and exclusivity. Fans may be motivated to make purchases not just for the product itself but for the unique photo cards included in limited editions or special releases. The anticipation of obtaining these collectibles adds an element of excitement and hedonic value to the shopping experience.

Similarly, the seventh hypothesis proposes that Sales Promotion Premium indirectly influences customer purchasing decisions through Hedonic Shopping Motivation. The analysis supports this hypothesis, with a T-statistics value of 2.242 and a significant P-value result of 0.025. Therefore, the seventh hypothesis is accepted, indicating that the inclusion of sales promotion premium photo cards featuring K-Pop Idols by South Korean cosmetic brands impacts customer purchasing decisions through Hedonic Shopping Motivation. Sales promotion premiums often offer additional value to the consumer. When customers perceive that they are getting more than just the product they intended to purchase, it triggers a sense of gratification and pleasure, which aligns with hedonic shopping motivation. The anticipation of receiving a premium item can enhance the overall shopping experience.

5. Conclusion

Based on the findings of this study, it can be concluded that Brand Ambassador significantly influences Hedonic Shopping Motivation, while Sales Promotion Premium also has a significant impact on Hedonic Shopping Motivation. However, the Brand Ambassador does not have a significant direct influence on the Purchase Decision, whereas the Sales Promotion Premium has a significant effect on the Purchase Decision. Furthermore, Hedonic Shopping Motivation is found to significantly affect Purchase Decisions. Interestingly, although the Brand Ambassador variable does not directly influence Purchase Decisions, it demonstrates a significant indirect influence through Hedonic Shopping Motivation. This underscores the crucial role of Hedonic Shopping Motivation in shaping customer purchasing decisions.

In light of the results and conclusions, it is recommended that cosmetic industry players in Indonesia consider leveraging the marketing strategy of using K-pop idol Brand Ambassadors in

conjunction with Sales Promotion of Premium Exclusive K-pop idol Photocards. These strategies have been shown to have a positive impact on influencing customer purchasing decisions, particularly given the increasing popularity of K-pop idols among Indonesian fans. Therefore, cosmetic industry players should capitalize on this favorable trend.

While research on K-pop's global influence exists, this study specifically homes in on Jakarta's K-pop idol fan community. Examining this regional context provides fresh insights into how K-pop's marketing strategies resonate with fans in a specific geographic area, offering a nuanced understanding of the global reach of K-pop. By exploring how these factors impact purchasing decisions within the K-pop idol fan community, this research contributes to the understanding of consumer behavior within a unique and passionate subculture. It delves into why fans make specific purchasing choices related to beauty products, shedding light on the complex interplay of emotional connections, brand loyalty, and collectible incentives.

The findings from this study contribute to the limited academic understanding of K-pop idol branding strategies and fan consumption behaviors in Indonesia. However, as the research relied solely on fans in Jakarta, more work is needed to determine if the results apply to other geographic contexts. Comparative studies across Southeast Asia examining the optimal conditions under which idol brand ambassadors versus premium giveaways are impactful would be beneficial.

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