

Addiction to Korean Drama on Purchase Intention of Korean Beauty Products among Adolescents in Malaysia

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ABSTRACT

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This study examines the relationship between addiction to Korean dramas and purchase intentions for Korean beauty products among Malaysian adolescents. A quantitative research approach was used to collect data from 120 respondents using a questionnaire. The methodology involved stratified random sampling of adolescents in Kuala Lumpur, with selections based on age, ethnicity, and exposure to Korean dramas, ensuring representative sampling and enhancing the reliability of the findings. The study aimed to assess how addiction influences purchase intentions and the broader impacts on individuals and the beauty industry. Results indicated a moderate preference for K-dramas and a corresponding purchase intent for Korean beauty products, with addiction levels significantly predicting purchase behaviours. Gender differences were observed affecting these outcomes. The findings underscore the significant impact of media exposure on adolescent consumer behaviour, highlighting potential areas for targeted interventions to foster responsible consumption. This study not only adds to the existing literature by quantifying the influence of K-drama addiction on consumer behaviour but also suggests the need for further research into media influences across different cultures and age groups.

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1. INTRODUCTION

Korea's globalisation through the acceptance of its culture in Asia is being accomplished rapidly, and its popularity is quickly spreading throughout Europe and the world. In North and Southeast Asia, particularly in Japan, China, Mongolia, Vietnam, Taiwan, Malaysia, and Thailand, the popularity of Korean television dramas, songs, and films has increased significantly (Ariffin et al., 2018). This phenomenon is a form of the Korean Wave, or in Korean, Hallyu, which emerged in the thoughts of a Beijing journalist in 1999 when he noticed that South Korean goods were increasingly entering China (Fortunata & Utami, 2021a). It has become a massive industry characterised by attractive actors and actresses, picturesque settings, cultural and moral values, and many others (Yoke & Jamil, 2022). Moreover, any topic related to the Korean language is now an exciting and topical issue for the audience, especially Korean fashion and style (KStyle), which was indirectly conveyed through Korean drama. Due to its colonial history, Malaysia has been primarily exposed to Western media. Still, a new phenomenon has emerged in recent years: the rising popularity of Korean dramas broadcast on Malaysian television stations such as TV2, TV3, NTV7, Channel 8, and Astro (Channels 391 and 393). In addition, the internet offers numerous quickly accessible Korean entertainment websites such as DramaFever, AsianCrush, and Viu for interested viewers (Khairin et al., 2020). It has been discovered that most Malaysians prefer watching television, particularly foreign dramas, for pure entertainment (Mustafha et al., 2020). Since 2002, due to the Korean hit drama *Winter Sonata* aired on TV3, the Korean Wave has begun to penetrate Malaysia (Amaran & Wen, 2018). Thus, Malaysian television stations began subscribing to and incorporating Korean dramas into their local programming, gradually increasing the popularity of Korean dramas in the country.

Adolescents are not an exception to the widespread popularity of many Korean dramas, which profoundly affect viewers, frequently causing them to alter their motivations and objectives. They can visualise texts, relate the text to themselves and their world, ask questions, and make statements of understanding with greater accuracy (Gascon, 2019). It should be noted that when analysing the effect of films, conclusions about their effectiveness result from different methodological approaches, which have other advantages and limitations (Kubrak, 2020). A study of young adults familiar with K-drama and K-pop reveals that the Korean way of life and dress influence them to copy K-pop icons, TV show characters, or dance moves such as those in the hit song *Gangnam Style* (Lim et al., 2020). For instance, Korea's exports, especially in beauty products followed by fashion and other ancillary products, will expand due to the impact of its top television dramas (Kim, 2018). Technology development in this area (medium) is also a factor in viewing frequency, affecting an individual's behavioural intent. Many viewers no longer watch traditional (linear) programming from the TV at home but watch content online, including on mobile devices (Salehan et al., 2018). The young of today are digital natives because they have never known a world without the Internet (Szymkowiak et al., 2021). This trend is reflected in the increasing time younger people spend watching online videos (Brandwatch, 2020). Since mobile phones, tablets, and laptops can perform the same function as a television, televisions are becoming less popular.

Several studies have examined the association between audience traits, motivations, and addiction regarding specific content consumption and TV viewership. For example, prior research has demonstrated that the reasons for using a mobile phone and audience characteristics such as gender are positively associated with addictive behaviours and that the features and motivations of online users also influence their internet addiction (Hui, 2019).

There is a correlation between addiction to Korean cultures, such as K-dramas, and the growth of copying behaviour among the audience, particularly adolescents who identify with their role models (Fortunata & Utami, 2021b). Other than that, Multi-Channel Network (MCN) operators involved in Korean creative media are actively penetrating overseas and creating a benchmark for overseas expansion (Na et al., 2021). Consequently, knowledge gaps will continue to emerge between research into the relationship between viewing and addiction in new media (Internet and mobile devices) and investigation into similar relevance in "old" media such as television and radio. Even though adolescent consumers are open to making sustainable purchases, they frequently change their minds at the moment of actual purchase. This theory for the orientation gap implies that various individual characteristics, such as demography, lifestyle, or other psychological aspects, are responsible for tendency purpose gaps (Jung et al., 2020). Further research indicates that the price of a product has the most impact on a consumer's intent to buy. In contrast, personal opinions and societal norms significantly impact the consumer's final choice (Liew & Falahat, 2019). In addition, this new cultural movement has substantially affected the Korean economy through increased exports and tourism (Lkhaasuren et al., 2018). Adolescents become a target as consumers of their export market, Korea, and affect the country's economic growth.

Based on this, it can be implied that purchase intent is a subjective psychological state in which the buyer wants to take a direct action based on a thorough examination of a particular object. This study investigates Malaysian adolescents' purchasing intentions toward Korean products due to their addiction to viewing K-dramas. This study aims to see if there is a correlation between addiction to watching K-dramas and purchase intention towards Korean products. The study's findings will reveal the level of addiction to watching K-dramas and the purchase intent of Korean products among adolescents in Malaysia. In addition, several related effects on variables such as gender and the preferred platform for the viewing reach of Korean dramas were investigated to determine the study's results. The study will also give considerations and data regarding how adolescents process decision-making regarding tendencies. In this information age, policymakers will also be aware of the relationship between adolescents and their preferences or influences on the stance and concerns of society to develop and manage adolescents. Understanding adolescents' digital experiences through this functional, developmental lens can help future researchers zero in on more precise, validated constructs and provide specific recommendations for parents, teachers, clinicians, policymakers, and digital designers (Granic et al., 2020). (Nesi et al., 2020) previously argued that the concept of "screen time" is oversimplified and does not reflect the complexities of adolescents' use of digital media and that focusing on the overall effects of screen time on adolescent developmental outcomes has proven ineffective. As (Prinstein et al., 2020) point out, demographic differences in the use of digital media by teenagers will be significant future research directions.

2. LITERATURE REVIEW

2.1 Korean Drama Perspective

Based on the most recent K-drama export data, China was one of the first countries to contribute to its global distribution, heralding the birth of the Hallyu phenomenon, which Japan and Taiwan followed. Initiated by the export of television dramas, it now includes Korean pop music (K-pop), films, animation, online games, smartphones, fashion, cosmetics, food, and lifestyles, among others (Kim, 2018). Domestically, South Korean dramas have long been regarded as among the most popular television programmes, with five or six dramas typically

comprising the annual top ten list of most-watched programmes (Khairani & Simanjuntak, 2022). Beyond these three significant importers, some Southeast Asian nations have increased K-drama imports due to their regional popularity and demand from local audiences (Ju, 2018). Consequently, the influence of Korean Drama appears to be expanding rapidly across the globe recently.

Fan site members create subtitle files almost immediately after dramas air and songs are released. The work of linguistic translation indicates fan labour, collective emotional investment, and "affective translation communities" (Kim, 2021). In Turkey, a fan club produces an Internet magazine, a daily newspaper, and radio broadcasts related to Hallyu (Kaptan & Tutucu, 2021). In addition, Arab commentators believe that Korean television dramas have surpassed their Turkish counterparts (Elaskary, 2018). This chronology occurs abruptly and has a direct effect that we can essentially observe.

Fantasy and distinctive cultural and structural characteristics are the primary draws of K-drama to Western audiences and can be determined as soft power. Soft power can help us address major global issues that demand multilateral cooperation among states (Thussu, 2019). Soft power is the capacity to achieve one's goals through attraction as opposed to coercion or payment, and it stems from the attractiveness of a nation's culture, political ideas, and policies (Nye & Kim, 2019). Korean culture is heavily inspired by and firmly rooted in traditional Confucian family-centred ideals (Lee, 2018). Therefore, the allure of these traits can alter the structure and culture that dominates the existing industry in the East, especially Korea and its culture.

2.2 Purchase Intention

Purchase intention is a measure of how likely a consumer is to purchase a product or service, and it is an essential topic in marketing and consumer behaviour because it influences how firms design and promote products and connect with potential consumers. (Chen & Chang, 2018) defines purchase intention as the potential to purchase an intention among those acquiring products or services. Their study of online apparel products (Heidarian, 2019) defined purchase intention as the propensity of customers with a specific intent calculated in terms of actual purchases. In general, purchase intention is the probability consumers intend to acquire any service or product (Laksamana, 2018). Purchase intent can be viewed as a commitment to purchase particular goods or services when purchasing.

Various variables can affect purchase intent, including a consumer's needs, preferences, and attitudes toward a product, consumer attitude, or brand. Those with a favourable attitude toward a product are more likely to have a strong intent to purchase, whereas those with a negative attitude are less likely to have a solid sense to buy (Lin & Niu, 2018). Consumers are more likely to have a strong purchase intent for a product if they perceive that it gives good value for money, which can be influenced by factors such as price, quality, and features (Peng et al., 2019). Moreover, consumers are more likely to have a strong purchase intent for products from brands they trust, which can be impacted by the brand's reputation, product quality, and customer service (Bhandari & Rodgers, 2018). Accordingly, the execution of a purchase intention depends on various external variables and may be explained using the theory of reasoned action (TRA) and the product evaluation model (PEM).

Fishbein and Ajzen established the theory of reasoned action (TRA) to investigate and better comprehend the links between attitudes, intentions, and behaviours. The theory of reasoned

action postulates that the choice to perform a particular behaviour is influenced by a personal and a social factor, where the attitude toward the behaviour represents the individual factor in a specific situation. The social aspect is defined by the subjective norms that govern the behaviour in such a condition and the motivation to adhere to them (Tornikoski & Maalaoui, 2019). When an individual can assume responsibility for their buying intentions, rational action is judged beneficial (Beldad & Hegner, 2018). The study demonstrated an important link between customers' actual conduct and intentions and suggested that the hypothesis of reasoned action alone may not be entirely correct (Schmeichel et al., 2018). Recent research has demonstrated that consumer perceived value is one of the most potent and continuous factors in predicting purchase intent.

2.3 Korean Beauty Products

"Korean Beauty Products," usually abbreviated as "K-beauty," refers to a category of beauty products developed and manufactured in South Korea for males and females. These products are known for their cutting-edge formulas, unique ingredients, and original packaging designs (Kwon, 2020). Korean beauty industry products often address specific skin concerns and emphasise natural and mild ingredients (Yang et al., 2019), for example, hair cream or pomade, shampoo, face cleansing foam, and sunscreen lotion used by both genders. They also have a considerable following in many other regions of the world, which has grown significantly in recent years. They are well known throughout Asia for the body, hair, face, and makeup products that belong to this category (Xenia et al., 2020).

Korean beauty products have become famous worldwide, thanks in no small part to the proliferation of social media platforms like Instagram and TikTok. Influencer marketing, where influencers and celebrities promote and use products on social media, has proven highly successful in increasing customers' knowledge and interest in K-beauty products (Wang & Lee, 2021). In addition, social media platforms have enabled the wide dissemination of user-generated material, such as product reviews and tutorials, helping to build consumer trust and credibility (Nosita & Lestari, 2019). In addition, the appeal of South Korean culture, such as music, television series, and movies, has contributed to the rise of Korean beauty products (Alia et al., 2021). Consumers have learned to trust and rely on Korean beauty products for their efficacy, novel ingredients, and overall high standards, which has contributed significantly to the global success of K-beauty products.

Numerous Korean beauty brands offer a variety of products at different prices, making them accessible to a wide range of consumers (Tien et al., 2019). Due to fierce competition between companies in the South Korean market, Korean beauty products are often affordable, especially for young people (Yeng, 2018). This rivalry forces brands to price competitively to attract and retain customers. In addition, many Korean beauty product companies emphasise producing high-quality products at reasonable prices, which allows them to appeal to a broader range of consumers. The relatively low labour and production costs in South Korea also mean that products are more affordable than in other countries (Lee & Lee, 2021).

3. METHODOLOGY

This chapter outlines the methods employed to investigate the relationship between Korean drama-viewing addiction and adolescent purchase intentions for Korean beauty products in Malaysia. A quantitative research design was utilised, with a survey as the primary instrument for data collection. The survey targeted adolescents residing in Setiawangsa, Kuala Lumpur. The study population consisted of Malaysian adolescents aged 14 to 25. A stratified random sampling method was adopted to ensure representativeness across different ethnic groups within the community. This sampling method was chosen to enhance the validity of the results and allow for the calculation of sampling errors, which is crucial for generalising findings to a broader population (Iliyasu & Etikan, 2022). Respondents for the study were selected based on specific criteria to ensure a comprehensive analysis of the impacts of Korean drama viewing on the purchase intentions towards Korean beauty products among Malaysian adolescents.

The age range of participants was set between 14 and 25 years old to cover a broad spectrum from young teenagers to young adults, which allowed the study to capture varying levels of maturity and purchasing power. The inclusion of younger teenagers (14-17 years) was based on their potential influence on family purchasing decisions despite their limited direct purchasing power. This approach acknowledges the role of younger teenagers as influencers in household consumption, which is relevant in the context of media influence on purchasing behaviour (Dinesh et al., 2023). Ethnicity was also considered to reflect Malaysia's multicultural society, ensuring diverse cultural perspectives in the sample. Additionally, inclusion was limited to those who had watched at least one Korean drama in the past two years to focus on individuals with recent exposure to Korean media content.

Primary data was collected through a Google Forms survey, which included 27 items divided into three categories. Part A – Demographics profile, Part B – Addiction and inclinations to watching K-drama, and Part C – Purchase intention towards Korean Beauty Products. Part A contained 7 items, while Parts B included 10 items and Part C 10 items. Multiple-choice questions were used for Part A, while Likert Scale questions were employed for Parts B and C. An independent t-test was used to analyse the impact of gender on the variables of interest to determine the variations in replies between male and female participants. (Liang et al., 2019). The results of this study provide findings and conclusions based on the sample but cannot be generalised to the entire population. In addition, the analysis assumes that participants can accurately recall their viewing habits and behaviours related to Korean television series over the past two years. By applying the methodology described above and addressing the reviewer's concerns, this study aims to determine the relationship between adolescents' interest in Korean dramas and behavioural addiction and whether there is a relationship between their viewing habits and their intention to purchase Korean beauty products.

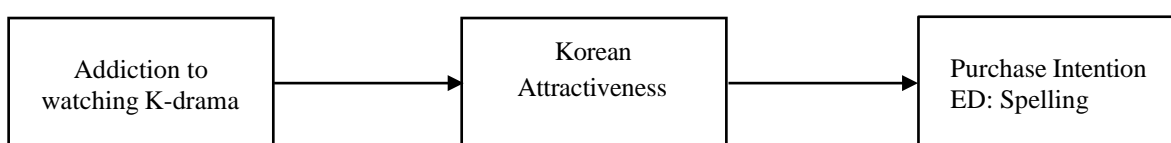


Figure 1: Research Framework.

4. DATA ANALYSIS AND FINDINGS

This section examines the relationship between the findings and the study's objectives. It is separated into respondents' demographics, respondents' addiction to watching K-drama, and their intention to buy Korean beauty. Finally, the relationship between addiction and purchase intention variables exists in this study. Each factor produces the mean scores; 120 respondents responded to the questions posed via the Google Form data collection. However, 25 values are missing due to question number 4 in the demographic section. Respondents are not required to answer the following question because it is irrelevant to this study.

4.1 Level of Addiction to Watching K-drama

According to Table 1, (10.8%) of adolescents in this study are highly addicted to watching Korean dramas. The medium level is (45%), while the lowest is (10.8%). The overall percentage equals 79.2%. The remaining 20.8% of respondents did not continue the survey because they do not watch or have never heard of Korean dramas. Overall, K-drama viewing is associated with a moderate level of addiction.

Table 1: Level of Addiction to Watching K-drama.

Addiction to Watching K-drama	Frequency	Percentage
High	13	10.8
Moderate	54	45.0
Low	28	23.3
Total	95	79.2

4.2 Level of Purchase Intention towards Korean Beauty Products

Referring to Table 2, (11.7%) of adolescents have a high intent to purchase Korean beauty products. (45%) represents the medium level, followed by (22.5%) for the lowest level. The total amount is 79.2%. The remaining 20.8% of respondents did not continue the survey because they did not watch K-dramas or had never heard of them. Consequently, adolescent consumers' intentions to purchase Korean beauty products are generally moderate.

Table 2: Level of Purchase Intention towards Korean Products.

Addiction to Watching K-drama	Frequency	Percentage
High	14	11.7
Moderate	54	45.0
Low	27	22.5
Total	95	79.2

4.3 Relationship Between Addiction to Watching K-dramas and Purchase Intention towards Korean Beauty Products.

A significant positive link exists between addiction to watching K-dramas and purchase intention towards Korean products ($r = 0.01$, $p < 0.05$), as seen in Table 2. In this case, the greater the adolescents' addiction to watching K-dramas, the more significant their impact on purchasing intention toward Korean products. With higher addiction support, adolescents are more influenced to buy Korean products.

Table 3: Correlation Between Addiction to Watching K-dramas and Purchase intention towards Korean Products.

Correlation	Result	Addiction to Watching K-drama	
		Reliance	
Addiction	Pearson Correlations	1	.658**
	Sig. (2-tailed)		.000
	N	95	95
Purchase Intention	Pearson Correlations	.658**	1
	Sig. (2-tailed)	.000	
	N	95	95

** . Correlation is significant at the 0.01 level (2-tailed)

4.4 Gender Differences in Addiction to Watching Korean Dramas

Table 4 displays the t-test results on independent samples used to examine the gender differences in K-drama viewing addiction. There is a significant difference between male and female adolescents concerning K-drama addiction, male ($t = -2.086$), female ($t = -2.105$, which is more < 0.05). It indicates that female adolescents are more likely to be addicted to K-drama viewing.

Table 4: Gender Differences in Addiction to Watching Korean Dramas.

Group Statistic	Gender	N	Mean	Std. Deviation	Std. Error Mean
Addiction To Watching Korean Dramas	Male	51	30.1176	9.44171	1.32210
	Female	44	33.9545	8.32188	1.25457

Table 5: Independent Sample Test.

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig	T	Df	Sig. (2-tailed)	Mean Difference	Std Error Difference	Lower	Upper
Equal Variances assumed	.174	.678	-2.086	93	.040	-3.83690	1.83974	-7.49025	-.18355
Equal Variances not assumed			-2.105	92.951	.038	-3.83690	1.82261	-7.45627	-.21753

5. DISCUSSION AND CONCLUSION

The study shows that addiction to Korean dramas among adolescents positively correlates with purchasing Korean beauty products. It suggests that the likelihood of adolescents wanting to purchase Korean beauty products increases as they become addicted to Korean dramas. It shows adolescents' dependence on the media, particularly Korean dramas, as a

source of information and influences purchasing decisions. This finding has numerous implications for the media and beauty sectors, including the success of certain shows and genres that could increase consumer demand for similar products. It highlights the need to use media, such as Korean dramas, as a marketing strategy to reach and influence youthful customers in the beauty industry.

It is also essential to evaluate this phenomenon's potential adverse effects. Adolescents exposed to Korean media may desire to emulate their favourite stars' looks and styles. It could make them more likely to purchase Korean beauty products such as skincare and makeup products that promise to help them achieve the same flawless and youthful appearance as their idols. Teenagers may be more prone to buy items they don't need or can't afford, resulting in financial distress. In addition, repeated exposure to the unrealistic beauty standards depicted in dramas may result in a negative body image, low self-esteem, and even eating problems. The results support the theory of media influence on consumer behaviour, which states that media exposure can influence people's attitudes and purchase decisions. The results suggest that the popularity of Korean dramas among youths in Malaysia increases the demand for Korean beauty products.

It is also important to note that this study only included adolescents and may not apply to other age groups. The results may not apply to those outside the adolescent age group, indicating the necessity for additional research to explore the influence of media exposure on consumer behaviour across various age groups. The conclusions of this Malaysian study may not apply to other nations. Cultural context is essential when data analysis because media and consumer behaviour vary by culture. It's also important to consider the study's potential limitations. For example, self-reported measures of addiction to Korean television series and purchase intention could be subject to social desirability bias, in which people report what they think is expected of them rather than their actual thoughts and actions. The cross-sectional approach, which only investigates the association between Korean drama addiction and purchasing intention at a certain period, prevents causal judgments. Thus, additional research is needed to understand how media exposure affects consumer behaviour in diverse cultural contexts and age groups.

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AUTHORS' CONTRIBUTION

NAS wrote the discussion and performed the data analysis. AAA reviewed and edited the article.

CONFLICT OF INTEREST

The authors declare no conflicts of interest.

APPENDIX

Survey Instrument (quantitative study) – Appendix A: Survey questionnaire.

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APPENDIX A

Survey Questionnaire

I am a student at Universiti Teknologi MARA (UiTM) in Shah Alam pursuing a Master of Mass Communication. I am conducting research with the title mentioned above. This study examines addiction to watching Korean dramas on the purchase intention of Korean beauty products among adolescents in Malaysia. The information is strictly for academic purposes and is therefore considered confidential. This survey consists of three sections. Please respond to each question as thoroughly and truthfully as possible.

Saya adalah pelajar dari Universiti Teknologi MARA (UiTM) Shah Alam dan kini mengikuti Master Komunikasi Massa. Saya menjalankan penyelidikan akademik seperti tajuk di atas. Penyelidikan ini bertujuan untuk mengetahui ketagihan terhadap tontonan drama Korea keatas niat membeli produk kecantikan Korea dikalangan remaja Malaysia. Ia hanya untuk tujuan akademik dan oleh itu, maklumat tersebut dianggap sulit. Soal selidik ini terdiri daripada 3 bahagian. Sila jawab setiap soalan dengan teliti dan sejujur mungkin.

Please complete the following questionnaire regarding the above inquiry by placing a tick in the appropriate box.

Lengkapkan borang soal selidik berikut dengan teliti berkaitan pertanyaan di atas, dan jawapan anda di kotak yang sesuai.

SECTION A. DEMOGRAPHIC/DEMOGRAFI

1. Gender/*Jantina*:
 - a. Male/*Lelaki*
 - b. Female/*Perempuan*

2. Age/*Umur* (year/*tahun*):
 - a. 14 – 16
 - b. 17 – 19
 - c. 20 – 22
 - d. 23 – 25

3. Ethnicity/*Bangsa*:
 - a. Malay/*Melayu*
 - b. Chinese/*Cina*
 - c. Indian/*India*
 - d. Others/*Lain-lain*

4. Have you watched Korean TV series in the past two years?/*Adakah anda menonton drama Korea dalam dua tahun kebelakangan ini?*
 - a. Yes/Ya
 - b. No/Tidak (Please stop answering the questionnaire/*Sila berhenti menjawab soalan seterusnya*)

5. Frequency of watching Korean dramas/*Kekerapan menonton drama Korea:*
 - a. 1-3 times a week/*1-3 kali seminggu*
 - b. 4-6 times a week/*4-6 kali seminggu*
 - c. 7 times and above/*7 kali dan ke atas*

6. The preferred platform for the viewing reach of Korean dramas/*Platform pilihan untuk jangkauan tontonan drama Korea.*
 - a. Netflix
 - b. Youtube
 - c. Telegram
 - d. Facebook
 - e. Twitter

7. Favorite K-drama Genre/*Ganre K-drama Kegemaran.*
 - a. Adventure
 - b. Crime
 - c. Family Drama
 - d. Mystery
 - e. Romantic

SECTION B. ADDICTION AND INCLINATIONS TO WATCHING K-DRAMA/KETAGIHAN DAN KECENDERUNGAN UNTUK MENONTON K-DRAMA

1. Not interested, 2. Slightly interested, 3. Moderately interested, 4. Very interested, 5. Extremely interested

1. Tidak Berminat, 2. Berminat, 3. Separa Minat, 4. Sangat Minat, 5. Terlampau Minat

8. I have positive feelings toward South Korean drama/*Saya mempunyai perasaan positif terhadap drama Korea Selatan.*
9. I like to watch Korean drama/*Saya suka menonton drama Korea.*
10. I am interested in Korean drama/*Saya minat dengan drama Korea.*
11. I like the way K-drama attracts my passion/*Saya minat bagaimana drama korea menarik kehairahan saya.*
12. I like the quality of Korean Drama/*Saya suka kualiti drama Korea.*
13. I like the genre of Korean Drama/*Saya suka ganre Drama Korea.*
14. I will spend hours watching it/*Saya akan memperuntukan berjam-jam menontonnya.*
15. I am watching more and more K-drama with the same level of enjoyment/*Saya semakin banyak menonton K-drama dengan tahap keseronokan yang sama.*
16. I frequently watch K-drama for longer than planned/*Saya kerap menonton K-drama lebih lama daripada yang dirancang.*

17. I am disappointed if I miss an episode of my favourite K-drama/*Saya kecewa jika saya terlepas episod K-drama kegemaran saya.*

SECTION C. PURCHASE INTENTION TOWARDS KOREAN BEAUTY PRODUCTS (HAIR CREAM OR POMADE, SHAMPOO, FACE CLEANSING FOAM, SUNSCREEN LOTION, ETC., USED BY BOTH GENDER)/NIAT PEMBELIAN TERHADAP PRODUK KECANTIKAN KOREA (KRIM RAMBUT ATAU POMADE, SYAMPU, BUIH PEMBERSIH MUKA, LOSYEN PELINDUNG MATAHARI, DSB., DIGUNAKAN OLEH KEDUA-DUA JANTINA)

1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree
1. Sangat Tidak Setuju, 2. Tidak Setuju, 3. Neutral, 4. Setuju, 5. Sangat Setuju

18. Korean beauty products have high-quality compared to other products/*Produk kecantikan Korea mempunyai kualiti yang tinggi berbanding produk lain.*
19. Korean beauty products are more reliable in their effectiveness/*Produk kecantikan Korea lebih dipercayai keberkesanannya.*
20. When I want to purchase the related beauty products, Korean beauty products immediately come to mind/*Apabila saya ingin membeli produk kecantikan yang berkaitan, produk kecantikan Korea segera terlintas di fikiran.*
21. Korean beauty products are more readily available from anywhere/*Produk kecantikan Korea lebih mudah didapati dari mana-mana sahaja.*
22. Korean beauty products provide high satisfaction compared to other products/*Produk kecantikan Korea memberikan kepuasan yang tinggi berbanding produk lain.*
23. I would choose this product or brand over all others offered/*Saya akan memilih produk atau jenama ini berbanding semua yang ditawarkan.*
24. I am willing to suggest this product or brand to others/*Saya bersedia untuk mencadangkan produk atau jenama ini kepada orang lain.*
25. I plan to buy this product/brand soon/*Saya bercadang untuk membeli produk/jenama ini tidak lama lagi.*
26. I am willing to wait a long time to get the product I use/*Saya sanggup menunggu lama untuk mendapatkan produk yang saya gunakan.*
27. I think Korean beauty products have more exciting options than other products/*Saya rasa produk kecantikan Korea mempunyai pilihan yang lebih menarik berbanding produk lain.*