

The Influence of Korean Brand Ambassador on Hedonic Shopping Motivation moderated by Fanaticism toward Impulsive Buying Behavior in E-commerce

Ardillah Umar, Rut Liesl, Nicholas Himawan, Faranita Mustikasari

Business Management Program, Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia, 11480

ardillah.umar@binus.ac.id, rut.liesl@binus.ac.id, Nicholas.himawan@binus.ac.id,
faranita.mustikasari@binus.edu

Abstract

The phenomenon of Korean brand ambassadors (Hallyu) has been identified as one of the most effective marketing strategies to increase sales, specifically in e-commerce. Fans of these celebrities do not hesitate to buy products promoted by Hallyu repeatedly and in a high amount as the devotion to their idols. The attractiveness of Hallyu predicts can stimulate consumers hedonic motivation, a shopping motivation driven by fulfillment of emotional or other subjective needs. This motivation then leads to impulsive buying behavior, unplanned buying due to sudden desires. E-commerce enjoys the benefit of impulse buying phenomena because consumer buying process occurs easily. It is different from other buying behavior which usually takes time because consumers need to consider their choices carefully. This research aims to identify the relationship between brand ambassadors, hedonic shopping motivation, and impulsive buying behavior, with fanaticism predicts to moderate the relationship between brand ambassador and hedonic shopping motivation. Using a technique of purposive sampling, 160 samples have been selected from Jabodetabek and other areas, age 19-25 years, the fans of Hallyu and actively shop in e-commerce. Partial Least Square has been used to analysis the data. Result of this study demonstrates that attractiveness of brand ambassadors significantly influences consumers' hedonic shopping motivation and impulsive buying behavior, without fanaticism serve as the moderation factor. This finding provides valuable insight for e-commerce, which targets young consumers, on how to optimize the use of brand ambassador to stimulate consumer buying behavior.

Keywords

Korean brand ambassador, hedonic shopping motivation, impulsive buying behavior, fanaticism, e-commerce.

1. Introduction

Due to the changes caused by globalization, all business sectors must be ready to quickly adopt new technologies. Changes in the trading system from traditional to all-digital trading platforms also contributed to this change (Mialiawati 2020). According to Union (2021), the current number of national internet users has grown compared to the year 2018. Currently, the number of internet users has increased by 54.25% nationwide. In Indonesia, the trend of internet users has unquestionably risen during the previous five years, claims (Istiqomah 2022). Based on the news through kompasiana, it was explained that Internet users compared to Indonesia's population reached 277.7 million people. Here it shows in figure 1 that the use of cellular mobile is 370.1 million. Internet users in Indonesia reached 204.7 million or 73.7% compared to the total population of Indonesia. Meanwhile, active users of social media are 191.4 million or 68.9% of the total population of Indonesia. (Figure 1)



Figure 1. Digital Usage in 2022

It is inevitable that different people from different cultures will come into contact and influence changes in contemporary consumer lives also consumers have gradually become more inclined to alter their lifestyles as a result of advancements in technology and globalization (Sima et al. 2020). The shape of these alterations is also affected by one's reputation (Keohane and Nye 2000). Namely, the Korean wave, sometimes referred as Hallyu, which is a name for South Korean culture and is well-known for its idols, dramas, and movies on a global scale (Ju 2018). Nofer et al. (2019) claims globalization allows K-pop and K-drama to keep expanding. According to Millanyani and Pramiyanti (2015), K-Pop and K-Drama videos on YouTube are categorized by nation, with Indonesia claiming the second position by having 9.9% of viewers who are extremely interested in Korean actors and actresses. As a result, K-pop and K-actors have a significant impact on people's choices in a number of areas, including the rising popularity of Korean skincare and beauty products, Korean fashion, Korean cuisine, and album purchases from their favorite K-pop artists.

Therefore, this motivates numerous business sectors including the e-commerce in Indonesia to use brand ambassadors from South Korea to attract customers. Raja and Soniya (2018) states that a company's urge to use brand ambassadors as one of its marketing strategies might significantly influence a customer's purchase preferences. It is acknowledged that using brand ambassadors in a company's marketing initiatives may alter businesses to compete in the market (Singh and Banerjee 2018). One of Indonesia's e-commerce sites, Tokopedia, could attract 100 million monthly visitors after announcing that K-Pop artists such as Blackpink and BTS would participate as their brand ambassador, states (Mulia 2021).

According to Faiza Khairunnisa et al. (2021), brand ambassadors have a significant impact on brand marketing leading to fanatical behavior towards Korean artists on social media. For example, consumers may collect a collection of official merchandise manufactured by their idols, join fan clubs, or paid online groups, and purchase an item inspired by their idols (Boon and Lomore 2001). Erciş and Deligoz (2016) stated that fanaticism by K-pop fans results from social media marketing and the consumption styles of consumers. Chiang and Yu (2010) define consumption styles and lifestyles as structures based on systems and states that they can change and increase depending on social dynamic; refer to the consumer segments with varying views, interest, and activities. Furthermore, consumption styles fulfill personal objectives and social expectations associated with passionate consumer group features, hedonistic shopping motivation, and impulsive purchasing (Harjadi et al. 2021), fans desire to always have products related to K-pop idols does not hesitate to buy it in large quantities and is willing to spend large amounts of money to satisfy and stay up to date (Veronica et al. 2018). Hedonic shopping motivation can lead to impulsive or unplanned purchases and buying actions that are carried out without prior planning or purchase decisions made simultaneously to meet one's emotional demands and motives (Mela et al. 2021). According to Rahma and Septrizola (2019), hedonic shopping motivation has a positive and significant impact on e-impulse buying, inferring that hedonic shopping motivation leads to e-impulse buying.

Indonesians see social media as a significant role, starting from daily activities such as communication up to a platform to increase buying and selling activities. This is done through a marketing approach to reach consumers. Social media marketing influence consumers starting to show high motivation to shop on social media, by stimulating hedonic motivation. Hedonism does not always arise without a clear cause, just a strong desire of consumers to fulfill their needs and wants. In this case, is a feeling of fanaticism towards someone else, particularly towards Korean celebrities or groups that are on the in Indonesia. With the varied factors that influence the character of Indonesians consumers to become fanatic against Korean celebrities, the motivation of consumers to behave hedonistically increases, encouraging impulsive behavior. Impulsive behavior eventually leads Indonesian to spend money without thinking to satisfy their wants and "needs" regardless of their fanatical feelings. Therefore, this study seeks to how all these variables can influence each other and how the fanaticism possessed by the Indonesian people can have a positive or negative effect on the nature of hedonism and impulsive behavior in purchasing products through e-commerce.

1.1 Objectives

In Indonesia, most customers are aware of the existence of brand ambassadors as a big part of their buying motivation, especially among teenage consumers (Nisa and Pramesti 2020). This is due to the huge enthusiasm of Indonesian consumer for Korean idols, including K-Pop and Korean actors, which allows companies from multiple industries to target people in Indonesia as potential buyers of their products using Korean brand ambassadors as their appeal and company image (Hariandja et al. 2016). Hence, this study examines that the advertisements presented by their idols are very appealing (Raja and Soniya 2018).

There have been multiple studies made on impulsive buying behavior using other variables, such as brand image (Narida 2019), brand loyalty (Nurhayati 2021), brand awareness (Nafisah Rambe et al. 2021), sales promotion (Wiranata and Hananto 2020), [Click or tap here to enter text](#).cultural effects on impulse buying (Kacen and Lee 2002), atmospheric cues in online shopping impulse buying behavior (Floh and Madlberger 2013) and the effect of flash sales promotion caused by the COVID-19 pandemic, namely panic buying (Harahap et al. 2021).

2. Literature Review

2.1 Brand Ambassador (BA)

According to Luh Gede Permata Sari (2020), brand ambassador (BA) is a popular public figure who supports brands within the company with the aim of influencing consumers to attract consumers' attention in using products because the use of brand ambassadors is usually based on the image of people against famous public figures. Brand ambassadors are key opinion leaders who use products or create new ideas and can influence the opinions and behavior of others (Rehmet and Dinnie 2013).

According to Hariandja et al. (2016), BAs establish a strong emotional connection between a brand and customers, indirectly creating a product image, and influencing purchasing decisions and product use. In addition, Nelson and Deborah (2019) explain that various kinds of research have been carried out and agree that having a BA for a company may attract and steal the attention of consumers. Hariandja et al. (2016) explained that in promoting in promoting product sales, companies can be supported by celebrities to achieve their goals by allow consumers to be closer to the presence of a brand. Rambe et al. (2021) implies that brand ambassadors from South Korea are considered to be one of the trends in Southeast Asia that gives a huge impact on impulsive and hedonic behavior in their shopping patterns. In Indonesia, most consumers are highly aware of the existence of brand ambassadors as a big factor in their shopping motivation, especially teenage consumers (Nisa and Pramesti 2020). Previous research by by Syahida (2019) describes that BAs have a positive and significant impact on consumers' shopping desires, and these results are examined based on the influence of the Korean Idol BA in one of the e-commerce sites in Indonesia.

Celebrity activities for the sake of the organization's name are similar to endorsements that positively affect the company's image, which is related to the relationship between the goals of the brand ambassador and the organization it represents so that BA can be used as a reference for consumer assessment and perception of a brand (Nofiwati et al. 2020). In addition, Brilliani et al. (2018) conducted research showing that South Korean brand ambassadors increase promotion and sales and influence consumer buying interest. Because of that, the high enthusiasm of consumers in Indonesia who like Korean idols, both K-POP and Korean actors, which in the end makes companies from various sectors to be able to decide their target market in Indonesia as one of the potential buyers of their company with the use of Korean brand ambassadors as the attractiveness and image of their company (Hariandja and Wang 2016). Thus, people also feel that the advertisements displayed by their idols are extremely attractive (Raja and Soniya 2018).

By that, Hariandja et al. (2016) claims that there are several indicators to become a brand ambassador that can be considered for the company, which include:

1. Visibility or popularity is the popularity of brand ambassadors and refers to how popular or well-known they are in public
2. Appeal or attractiveness is to have an attractive appearance physically or non-physically that can indirectly become the marketing strategy for a company.
3. Power is a condition that indirectly influences consumers to buy or use the products offered

2.2 Hedonic Shopping Motivation (HSM)

According to Ha (2020), hedonic shopping motivation is the desire of individuals to shop for psychological needs, such as emotions, satisfaction, prestige, and other subjective experiences. Asnawati and Wahyuni (2018) describe that motivation causes a person to act a certain way, to achieve and fulfill emotional needs and desires. According to Kim and Lee (2008) the desire to fulfill these needs is generally influenced by social demands and lifestyle, and hedonic shopping motivation is the desire to fulfill the needs of non-functional aspects of consumers. Continuous hedonic motivation eventually triggers impulsive behavior by making decisions to buy at the same time, both offline and

online, so hedonic shopping motivation has a significant positive impact on e-impulse (Pratami and Sari 2020). According to Chaniago (2019), hedonic shopping motivation has 6 categories, namely:

1. *Adventure shopping*: In this category, consumers shop because there is an item that can arouse shopping passion and feel that shopping provides an experience. By that, through shopping they feel they have their world. This category is the basis for the formation of hedonic consumer motivation.
2. *Social shopping*: In this category, consumers perceive that shopping provides and creates pleasure when shopping and spending time with family or friends. This category presumes that shopping is a social activity. It also implies that shopping with family or friends would lead to a great deal of product information.
3. *Gratification shopping*: In this category, shopping is an alternative to relieve stress, improve a bad mood, and as something that feels special to try as well as a suggestion to forget the problems at hand.
4. *Idea Shopping*: In the idea shopping category, consumers shop to keep up with new trends, products, and innovations. This category usually shops after seeing a new advertisement in the mass media.
5. *Role shopping*: In role shopping, customers often choose to shop for others as it is more enjoyable than shopping for themselves.
6. *Value Shopping*: In the value shopping category, consumers usually think that shopping is a game in which there is a price bargain or when consumers are looking for places that offer discounts, sales, and cheap places to shop.

2.3 Impulsive Buying Behavior (IBB)

Impulsive buying behavior is an unplanned consumer behavior due to sudden desires and urges (Widagdo and Roz 2021). Impulse buying can be said to be an irrational purchase and associated with a quick purchase with no prior planning as well as a large emotional impulse to quickly make a purchase to fulfill a desire (Verplanken and Herabadi 2001). Consumers often make purchases every day without being careful in planning which may lead to impulsive behavior described by Verhagen and Van Dolen (2011), which can be said as a form of irrational behavior related to spontaneous and unplanned spending. This leads to the unplanned purchase of things and not meeting the initially planned needs (Suryawardani et al. 2017). In addition, impulsive buying is a behavior that is carried out by a consumer accidentally and may involve various motives and is balanced by a strong emotional condition of the consumer to make the purchase in order to fulfill emotional needs.

Verplanken and Herabadi (2001) explain that impulsive buying behavior can arise when someone has a sudden and unplanned shopping urge and similarly when consumers decide to buy goods related to their idols, participate in idol fan clubs, and so on related to the idol so that they have a hedonic motivation and do this to get pleasure and satisfaction. According to Maqsood and Javed (2019), impulse buying is influenced by emotional conditions and personal persuasive factors.

Widagdo and Roz (2021) explains that impulsive buying is divided into 4 categories, including:

1. *Pure impulse buying* is a condition where consumers have no plans to make a purchase.
2. *Reminder impulse buying* occurs when consumers see a product in a store and remember a recommendation or advertisement they have seen before.
3. *Suggestion impulse buying* is a condition where consumers are introduced to a product in a store and can be referred to as in-store promotion.
4. *Planned impulse buying* is a condition where consumers have a plan to make a purchase, but the purchase decision will change along with the price and brand image of the store.

Someone's act of impulsive buying can be influenced by internal and external factors (Verplanken and Herabadi, 2001) such as gender and age.

2.4 Fanaticism (F)

According to Sanitnarathorn (2018) fanaticism is an excessive belief in something towards a subject or object. This fanatical disposition is characterized by extreme favor, emotional dedication, persistent devotion, and overwhelming interest in anything. Additionally, Sanitnarathorn (2018) notes that fanaticism is often related to worship, emotional attachment, and psychological identification with idol figures and celebrities. Fanaticism is also characterized by a person who is intense, extreme in commitment, loyalty, devotion, passion, emotional attachment, enthusiasm, and involvement in what he wants (Cheah et al. 2018). The phenomenon of fanaticism is generally associated with the religious and political sectors. However, fanaticism can also be explained in other forms of human activity as described

by Marimaa (2011) that fanaticism is a universal phenomenon that can appear in various aspects of human life and activities. Chouraqui (2019) explains that someone who can be said to be a fanatic is someone who has a view that is believed to be absolutely correct and there is no doubt about it. Thus, such people tend to see that a view that is different from their view is a different view "inhumane" and not in accordance with what they believe. Someone who is fanatical tends to have narrow and dogmatic thinking and often tries to encourage others in various ways to impose their beliefs so that they can be accepted and believed by those around him (Marimaa 2011).

Fanaticism builds relationships that consumers develop in certain aspects according to their interests and habits on an ongoing basis (Ortiz et al. 2013). Thorne and Bruner (2006) provide a statement related to fanaticism as a daily routine that causes extreme feelings towards something, can pose a risk that harms others and has a negative impact on oneself. However, Marimaa (2011) also states that the phenomenon of fanaticism itself cannot be seen as a negative phenomenon because fanaticism may also provide positive and constructive aspects that depend on the individual fanatic behavior itself. It can be explained that there is only a very little difference between fanaticism and addiction (Chung et al. 2018) and that consumers can switch between fanaticism and addiction based on whether they are pursuing the object of fanaticism, at any point in time motivated by their affective commitment or because of a loss of control. self (which is an addiction).

Based on research by Thorne and Bruner (2006) and Kesić and Piri-Rajh (2003), fanaticism can occur based on two indicators, including:

1. Values and Lifestyle

According to Thorne and Bruner (2006) the value and a lifestyle measurement scale in fanaticism focus on the psychological characteristics of a consumer and reveals whether a close relationship occurs between fanaticism and buying behavior. In general, the lifestyle and level of consumer sensual attachment can influence the tendency toward fanaticism (Seregina 2011). In addition, Thorne and Bruner (2006) also explain that individuals tend to look for other people or groups with the same interests to gather in a community and communicate about these interests.

2. Consumption Styles

The indicator of consumption styles aims to see whether the influence of a person's tendency to fanaticism will be in harmony with their consumption style and lifestyle because consumption style serves personal and social purposes (Erciş and Deligoz 2016). Research conducted by Erciş and Deligoz (2016) also explained that someone who collects certain objects in their consumption style can also be called a consumerist fanatic behavior because, in general, individuals who have fanatical behavior focus on the things they like.

2.5 Hypothesis Development

Brand Ambassador to Hedonic Shopping Motivation

Long et al. (2014) states that brand ambassadors are individuals who are employed to promote the company's brand and attract consumers to make purchases of the brand through various social interactions, especially on everyday social media. In Indonesia, most customers are aware that brand ambassadors play a significant role in their purchase motivation, particularly among adolescents (Nisa and Pramesti 2020). Nafisah Rambe et al. (2021) using South Korean brand ambassadors is considered one of the trends in Southeast Asia that has a major impact on impulsive and hedonic behavior in their shopping patterns. Companies with non-traditional marketing utilize BA in direct campaigns to answer questions, engage audiences, and increase brand awareness in contrast to today's leading companies that enable them to maintain product quality and designate target demographics to reach consumers in the most effective way through the presence of a BA (Aggarwal 2009).

H1: Brand ambassador has a significant effect on hedonic shopping motivation

Hedonic Shopping Motivation affects Impulsive Buying Behavior

Someone with a hedonic shopping motivation tendency often spends time exploring e-commerce, which leads to unplanned purchases; therefore, Gültekin and Özer (2012) support this and state that six indicators of hedonic shopping adventure, social, gratifications, ideas, roles, and shopping values and browsing behavior positively affect impulse buying. This is consistent with Ustanti (2018) indicating that lifestyle hedonic purchasing greatly influences middle-class shopping attitudes.

H2: Hedonic shopping motivation has a significant effect on impulsive buying behavior

Fanaticism moderates the influence of Brand Ambassador on Hedonic Shopping Motivation

Thorne and Bruner (2006) provide a statement related to fanaticism as a daily routine that causes extreme feelings towards something, can pose a risk that harms others and has a negative impact on oneself. With that, it can be hypothesized that Fanaticism can have a moderating effect with the presence of a Brand ambassador that makes someone want to do hedonic shopping motivation due to a sense of fanaticism towards brand ambassadors. In addition, Brilliani et al. (2018) conducted research showing that South Korean brand ambassadors increase promotion and sales and influence consumer buying interest. The identification and imitation experienced by fans of Korean Idol led consumers to buy personal items as well as merchandise worn and starred by South Korean artists, they like based on excessive emotional impulses and often override rational considerations regarding their need for a product so that it can be said as impulsive buying. This excessive obsession can ultimately encourage fans to continue to follow the artists they like by buying goods used by the artist personally (Asrie and Misrawati 2020). Fanaticism should have a moderating effect on the Brand Ambassador and Hedonic Shopping motivation variables. This is in line with the explanation explained that according to a previous study, Thorne and Bruner (2006) provide a statement related to fanaticism as a daily routine that causes extreme feelings towards something, can pose a risk that harms others and has a negative impact on oneself. With that, it can be hypothesized that Fanaticism can have a moderating effect with the presence of a Brand ambassador that makes someone want to do hedonic shopping motivation due to a sense of fanaticism towards brand ambassadors. (Figure 2)

H3: Fanaticism moderates Brand Ambassador and Hedonic shopping motivation.

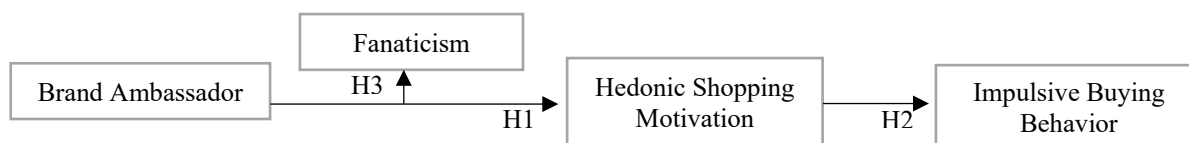


Figure 2. Research Framework

3. Methods

The data used in this study is in JABODETABEK. Data collection method uses a non-probability judgment sampling through questionnaire with 21 questions collected from respondents who e-commerce users with a minimum of application usage in a month are as much as three times and buying more than Rp. 500,000 in e-commerce in a month, such as K-Pop and K-Drama, with K-pop or Korean actors/actresses as brand ambassadors. Questionnaires were sent through various social media. According to Zikmund and Babin (2010), the sample size should be five times the number of question items. There were 21 questions in the questionnaire, hence the minimum sample size is 115. Data was collected from 160 respondents. To ensure the scale is valid, the items used are adapted from previous research. The Brand Ambassador variable is measured using eight items adapted from previous research. The Brand Ambassador variable is measured using eight items adapted from Hariandja et al. (2016); Five items are adapted from hedonic shopping motivation (Arnold and Reynolds 2012); (Davis et al. 2014). Four items are adapted from impulsive purchasing behavior (Verplanken and Herabadi 2001). Then there is fanaticism, which includes four things borrowed from (Erciş and Deligoz 2016); (Abas 2017). For analysis, tools of SmartPLS 3.3.7 are used to process data using the PLS-SEM (Partial Least Square) method.

4. Data Collection

Data was collected from April 28th until May 5th, 2022. Questionnaires were distributed through social media sites such as Instagram, Twitter, Line, and WhatsApp. The respondents’ demographics can be seen in Table 1.

Table 1. Respondent’s Characteristics

Characteristic	Category	Total Respondent	Percentage
Gender	Male	49	30,6%
	Female	111	69,4%
Age	<19 years old	24	15%
	19-25 years old	121	75,6%
	25-30 years old	9	5,6%

	>30 years old	6	3,7%
Domicile	Jakarta	39	24,4%
	Bogor	3	1,9%
	Depok	7	4,4%
	Tangerang	80	50%
	Bekasi	3	1,9%
	Outside Jabodetabek	28	17,5%
Education Background	Junior High School	3	1,9%
	Senior High School	41	25,6%
	Diploma	8	5%
	Undergraduate	97	60,6%
	Graduate	11	6,9%
Occupation	Student	120	75%
	Private Employees	16	10%
	Government Employees	2	1,2%
	Housewives	4	2,5%
	Workers	10	6,3%
	Doctor	1	0,6%
	Entrepreneur	2	1,2%
	Other	5	3,2%
Average E-commerce usage in a month	1-4 times	71	44,4%
	5-15 times	65	40,6%
	> 15 times	24	15%
Average expenses using e-commerce in a month	< Rp. 1.500.000	113	70,6%
	Rp. 1.500.000 – Rp 3.000.000	37	23,1%
	> Rp 3.000.000	10	6,3%

5. Results and Discussion

5.1 The Outer Model

The first stage in PLS is the outer model analysis. It aims to measure the validity and reliability of the model. The validity consists of convergent and discriminant validity. Convergent validity implies that a group of indicators represents one latent variable and underlies the latent variable. The rule of thumb is convergent validity should be more than 0.5 for confirmatory and exploratory research. The representation is proven by one-dimensionality, expressed using the extracted average variance (AVE). The Average Variance Extracted (AVE) is a measurement technique used to acquire constructed value with a certain level of variance (due to measurement errors), and the AVE value must be greater than 0,5 (Hair et al. 2011). Discriminant validity refers to whether the latent concept in the research can be discriminated experimentally (Liden et al. 2015). According to Hair et al. (2011), discriminant validity can determine the AVE of each latent construct, where the results of the latent construct must be greater than the results of other latent constructs, and the matrix results can show the correlation of each construct, and the payload of each indicator must be greater than all cross-charges. Reliability is used to determine the consistency of the scale on the items employed. According to Hair et al. (2011), the minimum construct reliability (CR) value for the PLS-SEM analysis must be more than 0.5 and Cronbach Alpha higher than 0.7. Table 2 and Table 3 demonstrate the result of Convergent and Discriminant Validity, as well as Reliability result. All the indicators have met the requirements standard for the outer model analysis.

Table 2. Validity and Reliability Test

Variable	Indicator	Descriptive Statistic		Factor Loading	Cronbach's Alpha	CR	AVE
		Mean	S.D.				

Brand Ambassador (BA)	BA 1	3.494	1.166	0.822	0.824	0.894	0.738
	BA 2	3.031	1.295	0.904			
	BA 3	3.806	1.006	0.850			
Hedonic Shopping Motivation (HSM)	HSM 1	4.331	0.837	0.752	0.841	0.886	0.608
	HSM 2	3.963	1.138	0.760			
	HSM 3	3.738	1.348	0.853			
	HSM 4	4.150	1.059	0.767			
	HSM 5	3.069	1.323	0.762			
Impulsive Buying Behavior (IBB)	IBB 1	3.794	1.214	0.833	0.784	0.874	0.698
	IBB 2	3.400	1.188	0.850			
	IBB 3	3.025	1.332	0.823			
Fanaticism (F)	F1	3.513	1.322	0.861	0.9111	0.922	0.748

Table 3. Comparison of Square Root of AVE and Correlation Coefficient

	Brand Ambassador	Fanaticism	Hedonic Shopping Motivation	Impulsive Buying Behavior
Brand Ambassador	0.859			
Fanaticism	0.578	0.865		
Hedonic Shopping Motivation	0.405	0.301	0.780	
Impulsive Buying Behavior	0.373	0.407	0.604	0.835

5.2 The inner model - Hypothesis Test

The criteria for determining a hypothesis are significant or accepted based on a positive t-statistic value, indicating that all indicators used have a positive influence on each other, and a p-value of less than 0.05 indicates that these indicators influence each other significantly (Hair et al. 2011).

Table 4. Hypothesis Test Result

Hypothesis	Path	Path Coefficient	T-Stat	P-Values	Conclusion
H1	BA → HSM	0.348	3.826	0.000	Significant
H2	HSM→ IBB	0.604	11.603	0.000	Significant
H3	F → HSM	0.042	0.591	0.261	Not Significant

Table 4 displays the hypothesis test results. H1 and H2 are shown to have a significant impact, while H3, the moderating variable, is not significant. According to the following findings were obtained:

H1: The presence of a brand ambassador has a significant impact on hedonic shopping motivation.

Referring to Figure 2, H1 shows significant findings since the hypothesis results have a p-value less than 0.05. (t-statistics 3.826, P-values 0.000, and path coefficient 0.348).

H2: Hedonic shopping motivation influences impulsive purchasing behavior significantly.

The hypothesis result from H2 is significant, according to the data shown in Figure 2 because the p-value is less than 0.05. (P-values 0.000, path coefficient 0.604, and t-statistics 11.603).

H3: Fanaticism moderates Brand Ambassador's Hedonic purchasing incentive.

According to the data in Figure 2, H3 does not provide significant results since the p-values obtained are more than 0.05. (P-values 0.261, t-statistics 0.591, path coefficient 0.042).

5.3 Findings

This study's primary objective is to determine if brand ambassadors, particularly South Korean musicians, or groups, have an effect on hedonic shopping incentives, which are moderated by fanaticism and result in impulsive buying behavior. These findings confirm the study of (Gültekin and Özer 2012); (Nisa and Pramesti 2020); (Rambe et al. 2021). However, this study also shows that fanaticism does not influence the existence of brand ambassadors and hedonic shopping motivation. This is a different finding than the research of (Syahida 2019); (Asrie and Misrawati 2020). Respondents of this study were majority at the age of 19-25 years, in comparison to the study of Asrie and Misrawati (2020) who contributed by younger age below 19 years old. This shows that fanaticism for the older respondents does not affect respondents' perception of brand ambassador to hedonic shopping motivation. For this type of consumer, brand ambassador influences their impulse buying through hedonic motivation. However, this is merely fulfilling their emotional and psychological needs, and fanaticism does not become part of the aspect able to moderate this motivation. Moreover, fanaticism can be vent through other things, such as celebrity worship, by buying Korean Idol merchandise and not on hedonic shopping motivation. This aspect is related to the existence of an intense personal feeling where fans have an obsessive attitude towards someone they idolize. Thus, consumers often see a brand and have the tendency for the emergence of shopping motivation which has an impact on buying without consideration and becoming an impulsive buying behavior. With this, Korean brand ambassadors increase customers' shopping interest and attractiveness by surpassing consumers' product expectations (Mubarok 2018).

6. Conclusion and Future Research

This research empirically examines the importance of brand ambassadors in Indonesia and the impact of the Korean wave. Brand ambassador is an important factor for society. Therefore, brand ambassadors are considered icons and identities that play a significant role in a company's marketing and support of a brand. This research supports the findings that brand ambassadors from South Korea have become a trend in Southeast Asia and gives a major impact on changing people's behavior to become impulsive and hedonic in their shopping patterns (Rambe et al. 2021). Most

consumers in Indonesia are very aware of the existence of brand ambassadors as a significant factor in their shopping motivation. This is shown through the survey results, whereby many respondents are teenagers between the ages of 19 and 25. In addition, these findings are corroborated by Nisa and Pramesti (2020) indicating that teenage customers think brand ambassadors play a significant role in their purchasing decisions.

This study's findings indicate that the deployment of brand ambassadors as a marketing strategy has a significant positive effect on hedonic shopping motivation and impulsive buying behavior. Therefore, brand ambassador helps consumers to get more easily to know a product or show a brand image. This makes consumers tend to have shopping motivation when brand ambassadors displaying products appear in their minds. Finally, without further consideration, consumers easily make impulse purchases. Proposed improvements for future research that will be conducted are:

1. Expansion of territory in conducting research.
2. It can be suggested to focus on research over the age of 25 years (25-35 years) where they can have a prominent level of fans without cost constraints (with their own expense).
3. The addition of Fear of Missing Out (FOMO) as a research variable because it affects the character of consumers in buying products.
4. The addition of the fan solidarity variable is one of the things that affect the purchase of K-pop merchandise products.
5. The addition of variables regarding celebrity worship syndrome which is a phenomenon of fans who already like their idol too much
6. Research on the topic of comparison of K-pop preferences compared to idols outside of K-pop, which is interesting to discuss.
7. The focus of the research can be done before and when you like K-pop, what events and characters are different.

Research conducted by Rambe et al. (2021) has not discussed Hedonic Shopping Motivation where the study is presented through Fear of Missing Out (FOMO) as a factor where Korean fans are interested and motivated in buying the product. Asrie and Misrawati (2020) only researched certain K-pop fans as a source of research and did not cover hedonic shopping motivation as a motivating factor in shopping. Sagia and Situmorang (2018) explain in their research there is no Hedonic Shopping Motivation variable that supports and motivates the purchase of Korean products. Nurunnisha et al. (2021) explains that the research carried out is still focused on the gender of women as research subjects, and focuses on one of the e-commerce spheres, namely Tokopedia. Then the research variable still focuses on Brand Ambassador to advertising and country of origin to purchase intention.

References

- Abas, N., Introducing Some Traumas and PTSD among Yazidi Female Survivors from ISIS Army. *Journal of Garmian University*, vol. 4 pp. 505-516, 2017.
- Aggrawal, S., Brand Ambassadors and their Impact on Consumers Behavior: A Case Study of Mobile Companies in India, *Indian Journal of Marketing*, vol. 39, no. 12, pp. 3-8, 2009.
- Arnold, M. and Reynolds, K., Approach and Avoidance Motivation: Investigating Hedonic Consumption in a Retail Setting. *Journal of Retailing*, vol. 88, no. 3, pp. 399-411, 2012.
- Asnawati, and Wahyuni, S., The Influence of Hedonic Shopping Motivation to The Impulse Buying of Online-Shopping Consumer on Instagram. *Russian Journal of Agricultural and Socio-Economic Sciences*, vol. 74, no 2, pp. 99-107, 2018.
- Asrie, N., and Misrawati, D., Celebrity worship dan Impulsive buying pada Penggemar KPOP Idol. *Journal of Psychological Perspective*, vol. 2, no. 2, pp. 91-100, 2020.
- Brilliani., Kusniadji, S., and Savitri, S., Faktor-Faktor yang Mempengaruhi Minat Beli Smartphone LG G7 ThinQ Pada Fans BTS di Jakarta Barat. *Koneksi*, vol. 2, no. 2, pp. 240-245, 2018.
- Boon, S., and Lomore, C., Admirer-Celebrity Relationships Among Young Adults Explaining Perceptions of Celebrity Influence on Identity. *Human Communication Research*, vol. 27, no. 3, pp. 432-465, 2001.
- Chaniago, H. (2019). *Buku Manajemen Ritel dan Implementasinya*,. 3rd edition, Edukasi Riset Digital PT., 2021.
- Cheah, S., Ho, Y., and Li, S., Business model innovation for sustainable performance in retail and hospitality industries. *Sustainability (Switzerland)*, vol. 10, no. 11, pp. 1-14, 2018.
- Chiang, C., and Yu, W., Research of Female Consumer Behavior in Cosmetics Market Case Study of Female Consumers in Hsinchu Area Taiwan. *iBusiness*, vol. 2, no. 4, pp. 348-353, 2010.

- Chouraqui, F., Fanaticism as a Worldview. *The Philosophical Journal of Conflict and Violence*, vol. 1, no. 1, pp. 10-19, 2019
- Chung, E., Farelly, F., Beverland M., and Karpen, I., Loyalty or liability: Resolving the consumer fanaticism paradox, Available: <https://journals.sagepub.com/doi/10.1177/1470593117705696>, May 3, 2017.
- Davis, R., and San Diego, J., How gender affects the relationship between hedonic shopping motivation and purchase intentions?. *Journal of Consumer Behaviour*, vol. 13, no 1, pp 18-30, 2014.
- Erciş, A., and Deligoz, K., Determining the Influence of Fanatical Tendencies on Consumption Styles Based on Lifestyles, *Proceedings of the 4th International Conference on New Challenges in Management and Business*, pp. 2-32, Izmir, Turkey, September 5-6, 2016.
- Khairunnisa, A., Priyatama, A., and Astriana, S. Impulse Buying Pada Fans Kpop di Twitter. *Jurnal Psikohumanika*, vol. 13, no. 2, pp. 1-9, 2021.
- Floh, A., and Madlberger, M., The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, vol. 12, no. 6, pp. 425-439, 2013.
- Narida, M., Brand Image dalam Persaingan Iklan E-commerce dengan Menggunakan Brand Ambassador (Analisis Semiotika Iklan Shopee “Bisa Tuku Saiki” versus Tokopedia x BTS) Brand Image in the Competition of E-commerce Advertising with Brand Ambassador (Semiotic Analysis on Shopee’s Advertisement “Bisa Tuku Saiki” versus Tokopedia x BTS). *Journal Of Media and Communication Science*, vol. 3, no. 1, pp. 12-25, 2019.
- Gültekin, B., and Özer, L., The Influence of Hedonic Motives and Browsing on Impulse Buying. *Journal of Economics and Behavioral Studies*, vol. 4, no. 3, pp. 180-18, 2012.
- Ha, Y., The effects of shoppers’ motivation on self-service technology use intention: Moderating effects of the presence of employee. *Journal of Asian Finance, Economics and Business*, vol. 7, no. 9, pp. 489-497, 2020.
- Hair, J., Ringle, C, and Sarstedt, M., PLS-SEM: Indeed, a silver bullet. *Journal of Marketing Theory and Practice*, vol. 19, no. 2, pp. 139-152, 2011.
- Harahap, D., Ferine, K., and Amanah, D., Emerging Advances In E-Commerce : Panic And Impulse Buying During The Covid-19 Pandemic. *Systematic Reviews in Pharmacy*, vol. 12, no. 3, pp. 224-230, 2021.
- Hariandja, E., and Wang, F., The Influence of Brand Ambassador on Brand Image and Consumer Purchasing Decision: A case of Tous Les Jours in Indonesia. *International Conference on Entrepreneurship*, pp. 292-306, Tangerang, Banten, March 17, 2016.
- Harjadi, D., Arraniri, I., and Fatmasari, D., The Role of Atmosphere Store and Hedonic Shopping Motivation in Impulsive Buying Behavior. *Jurnal Riset Bisnis Dan Manajemen*, vol. 14, no. 2, pp. 46-52, 2021.
- Istiqomah, C., E-Commerce Boom and Consumer Culture amidst COVID-19 Pandemic: Delineating Indonesia’s Purchasing Pattern, *Global Focus*, vol. 2, no. 1, pp. 59-68, 2022.
- Ju, H., The Korean Wave and Korean Dramas. Available: <https://oxfordre.com/communication/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-715>, July 30, 2018.
- Kacen, J., and Lee, J., The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, vol. 12, no. 2, pp. 163-176, 2002.
- Keohane, R., and Nye, J., Globalization What’s New? What’s Not? (And So What?), Available: <http://www.jstor.org/stable/1149673>, Spring, 2000.
- Kesić, T., and Rajh, S., Market segmentation on the basis of food-related lifestyles of Croatian families. *British Food Journal*, vol. 105, no. 3, pp. 162-174, 2003.
- Kim, J., and Lee, H., Consumer product search and purchase behavior using various retail channels: The role of perceived retail usefulness. *International Journal of Consumer Studies*, vol. 32, no. 6, pp. 619-627, 2008.
- Long, J., Vogelaar, A., and Hale, B., Toward sustainable educational travel. *Journal of Sustainable Tourism*, vol. 22, no. 3, pp 421-439, 2014.
- Maqsood, K., and Javed, I., Impulse Buying, Consumer’s Satisfaction and Brand Loyalty. *Journal of Economic Impact*, vol. 1, no. 2, pp 40-47, 2019.
- Marimaa, K., The Many Faces of Fanaticism. *ENDC Proceedings*, vol. 14, pp. 29-55, 2011.
- Mela, E., and Firdaus, M., Consumer Behavior of Powder Coffee in Purwokerto, *Agrin*, vol. 24, no 2, pp. 131-149, 2021.
- Mialiawati, I., The Effect of Globalization on Culture, Information Technology, and Education, *Clausius Scientific Press.*, pp. 767-783, Tianjin, China, June 13-14, 2020.
- Millanyani, H., and Pramiyanti, A., Uses and Gratification Analysis of social media in K-Pop Information Searching. *International Conference on Transformation in Communication*, pp. 1-13, Bandung, West Java, November 18-19, 2015.

- Mubarok, M., The effect of brand image and consumer attitudes on the decision to purchase Batik Jetis Sidoarjo mediated by intent to buy. *Journal of Economics*, vol. 21, no. 1, pp. 105-116, 2018
- Rambe, N., Chrisfanie, N., Putri, S., and Gunadi, W., The Impact of Brand Ambassador on Impulse Buying Behavior: A case of Korean Celebrity as Brand Ambassador in Indonesian Market. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*, vol. 12, no. 6, pp. 1613-1626, 2021.
- Sagia, A., and Situmorang, S., Pengaruh *Brand Ambassador*, *Brand Personality* Dan *Korean Wave* Terhadap Keputusan Pembelian Produk Nature Republic Aloe Vera, *Jurnal Manajemen Bisnis*, vol. 5, no. 2, pp. 286-298, 2018.
- Nelson, O., and Deborah, A., Celebrity Endorsement Influence on Brand Credibility: A Critical Review of Previous Studies. *Online Journal of Communication and Media Technologies*, vol. 7, no. 1, pp. 15-31, 2019.
- Nisa, C., and Pramesti, A., How Do Effective Digital Marketing and Brand Ambassador Stimulate Purchase Intention Today? *1st Borobudur International Symposium on Humanities, Economics and Social Sciences*, vol. 436, no. 1, pp. 365-367, 2020.
- Nofer, D., Pitana, T., Priyanto, D., Budaya Nomad Dalam Pertarungan Wacana Musik Industri Indonesia Studi Kasus: Boy-Girl Band. *Bahasa, Sastra, Seni, Dan Pengajarannya*, vol. 47, no. 2, pp. 115-129, 2019.
- Nofiwati., Fitrianto, M., Lisnawati., Brand Ambassador and th Effect to Consumer Decision on Online Marketplace in Indonesia, *Sriwijaya International Journal of Dynamic Economics and Business*, vol. 4, no. 1, pp 21-30, 2020.
- Nurhayati, I., Pengaruh Kredibilitas Celebrity Endorser BTS Dalam Iklan Tokopedia Terhadap Loyalitas Pelanggan (Survei Pada Followers Akun Instagram Tokopedia), *repository-upnvj*, pp. 1-88, 2021.
- Ortiz, M., Reynolds, K., and Franke, G.. Measuring consumer devotion: Antecedents and consequences of passionate consumer behavior. *Journal of Marketing Theory and Practice*, vol. 21, no. 1, pp. 7-30, 2013.
- Pratami, R., and Sari, A., Korean Celebrity Brand Ambassador as a Strategy to Increase Sales of PT. Shopee Indonesia (Study: “Gfriend” In Shopee 11.11 Big Sale). *MediaTor: Jurnal Komunikasi*, vol. 13, no. 2, pp. 249-262, 2020.
- Rahma, W., and Seprizola, W., Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle terhadap E-Impulse Buying Mahasiswa Universitas Negeri Padang pada Lazada.co.id. *Jurnal Kajian Manajemen Dan Wirausaha*, vol. 1, no. 1, 276-282, 2019.
- Raja, R., and Soniya, K., A Study On The Role Of Brand Ambassadors In Consumer Buying Behaviour Of Soft Drink, *International Journal of Engineering Development and Research*, vol. 6, no. 3, pp. 262-267, 2018.
- Rehmet, J., and Dinnie, K., Citizen brand ambassadors: Motivations and perceived effects. *Journal of Destination Marketing and Management*, vol. 2, no. 1, pp. 31-38, 2013.
- Sanitnarathorn, P. (2018). An Analysis of Music Fan Towards Music Streaming Purchase Intention of Thailand’s Music Industry. *Journal of Education and Training Studies*, vol. 6, no. 3a, pp. 78, 2018.
- Seregina, A., *Fanaticism- Its development and meanings in consumers life*, Available: <https://aaltoodoc.aalto.fi/handle/123456789/2753>, 2011.
- Sima, V., Gheorghe, G., Subić, J., and Nancu, D., Influences of the industry 4.0 revolution on the human capital development and consumer behavior: A Systematic Review. *Sustainability (Switzerland)*, vol. 12, no. 10, pp 2-28, 2020.
- Singh, P., and Banerjee, N., Exploring the influence of celebrity credibility on brand attitude, advertisement attitude and purchase intention, *Global Business Review*, vol. 19, no. 6, pp 1622-1639, 2018.
- Suryawardani, B., Sastika, W., and Hanifa, H. (2017). Impulsive Buying Behavior in Bandung: External and Internal Stimuli. *Pertanika J. Soc. Sci. & Hum*, vol. 25, pp. 59–68, 2017.
- Syahida, A. R. (2019). Pengaruh Iklan “Shopee Blackpink sebagai Brand Ambassador” Terhadap Belanja Online Mahasiswa, *Jurnal Ilmu Sosial dan Ilmu Politik*, vol. 8, no. 4, pp. 288, 2019.
- Union, I., *Measuring digital development - Facts and figures 2021*, 1st edition, ITU Publications, Geneva, 2021.
- Thorne, S., and Bruner, C., An exploratory investigation of the characteristics of consumer fanaticism, *Qualitative Market Research*, vol. 9, no. 1, pp. 51-72, 2006.
- Ustanti, M., Effect of Shopping Lifestyle, Hedonic Shopping on Impulse Buying Behaviour Community Middle Class on Online Shopping, *IOSR Journal of Management*, vol. 20, no. 8, pp. 8-11, 2018.
- Verhagen, T., and Dolen, W., The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information and Management Elsevier*, vol. 48, no. 8, pp. 320-327, 2011.
- Veronica, M., Paramita, S., Savitri, L., and Utami, S., Eksploitasi Loyalitas Penggemar Dalam Pembelian Album K-Pop, *Koneksi*, vol. 2, no. 2, pp. 433-440, 2018.
- Verplanken, B., and Herabadi, A., Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, vol. 15, no. 1, pp. 71-83, 2001.

- Widagdo, B., and Roz, K., Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction, *Journal of Asian Finance, Economics and Business*, vol. 8, no. 1, pp. 395-405, 2021.
- Wiranata, A., and Hananto, A., Do Website Quality, Fashion Consciousness, and Sales Promotion Increase Impulse Buying Behavior of E-Commerce Buyers? *Indonesian Journal of Business and Entrepreneurship*, vol. 6, no. 1, pp. 75-85, 2020.
- Zikmund, W. and Babin, B., (2010). *Essentials of marketing research*. 4th edition, Cengage Learning, Southwestern, 2010

Biographies

Ardillah Umar is a final year student at BINUS University Fast Track Master Program majoring in Business Management. Her research interest scope is in marketing.

Rut Liesl is a final year student in BINUS University Fast Track Master Program. She majored in Business Management. Her research interest scope is in marketing management.

Nicholas Himawan is a final year student in BINUS University Fast Track Master Program. He majored in Business Management.

Faranita Mustikasari is a Subject Content Coordinator at Binus Business School, Binus University, Jakarta Indonesia. Her research interests are in consumer behaviour, brand management and international marketing.