

Online Influence of Consumer' Purchase Intention Towards Products Endorsed by Korean Boy Bands on Youtube*

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Abstract

The objective of the study is to understand the influence of advertisement format and platform engagement on purchase intention for products endorsed by Korean boy bands on YouTube. The study was conducted in a quantitative approach from 408 respondents exposed to YouTube ads in 2022. The results show that advertising format, namely product placement ($B = 0.267$) has a positive influence on the purchase intention of the Thai audience alongside the action of clicking 'Like' ($B = 0.108$). Analysis through multiple regression shows a positive influence from the product placement variable on purchase intention over other advertisement formats available on YouTube. The results suggest the significance of in content product placement method aiming for more aiming the 'Like' metric of engagement for effective targeting for low involvement products.

Keywords: K-Pop, YouTube ads format, YouTube Online Engagement, Product Involvement, Purchase Intention

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ปัจจัยที่มีผลต่อความตั้งใจซื้อผลิตภัณฑ์ ที่ได้รับการรับรองจากบอยแบนด์เกาหลี บนยูทูปของผู้บริโภค*

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บทคัดย่อ

การศึกษาวิจัยครั้งนี้มีจุดมุ่งหมายเพื่อทำความเข้าใจอิทธิพลของรูปแบบโฆษณาและการมีส่วนร่วมของแพลตฟอร์มต่อความตั้งใจซื้อสินค้าที่ใช้บอยแบนด์เกาหลีบนยูทูป โดยการวิจัยครั้งนี้เป็นการวิจัยเชิงปริมาณที่เก็บข้อมูลจากผู้ตอบแบบสอบถาม จำนวน 408 คน ที่เคยรับชมโฆษณาบนยูทูปในปี พ.ศ. 2565 ผลการวิจัยพบว่า รูปแบบการโฆษณา ได้แก่ การจัดวางผลิตภัณฑ์ ($B = 0.267$) มีผลเชิงบวกต่อความตั้งใจซื้อสินค้าของผู้ชุมชนไทยควบคู่ไปกับการกระทำการกด ‘ถูกใจ’ ($B = 0.108$) ผ่านการวิเคราะห์ตัวแปรแบบถดถอยพหุคุณซึ่งแสดงให้เห็นว่า ตัวแปรการจัดวางตำแหน่งสินค้ามีผลต่อความตั้งใจซื้อสินค้ามากกว่ารูปแบบโฆษณาอื่น ๆ ที่มีอยู่บนยูทูป ผลการวิจัยชี้ให้เห็นถึงความสำคัญของวิธีการจัดวางตำแหน่งเนื้อหาของสินค้าโดยมุ่งเป้าไปที่ตัวชี้วัดการมีส่วนร่วม ‘ถูกใจ’ เพื่อการกำหนดเป้าหมายที่มีประสิทธิภาพ สำหรับสินค้าเกี่ยวพันต่างๆ

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Introduction

Significance of the Study

With the increasing importance of social media in consumers' lives, marketing approaches can no longer limit themselves to traditional communication methods such as television and radio or print. Users are now increasingly spending more time online, especially when it comes to finding information and making a purchase (Cai et al., 2004).

The ephemeral nature of social media platforms has left communicators ever evolving in their marketing approaches. With over 4.62 billion global social media users in the first month of 2022, it averages 13 new users per second in annualized growth (Kemp, 2022). In this evolutionary era of communication methods, some media platforms have remained constant for over a decade, YouTube being one major platform.

Its social features, like most popular platforms, allow registered users to like, share, comment, and upload videos. This not only lets them engage but also provides a sense of community to the users by giving them a sense of control over their activities on the site. With such a huge repository of content, YouTube is transforming the consumption of video media in this high-speed internet age.

Given its prominence in users' lives, its functionality cannot be limited to just publishing videos online. The advancing user interfaces of YouTube also include live-streaming and premium channels for paying subscribers. Though some may perceive it to be a platform for just publishing videos, some see it as competition for broadcast television (Kim, 2012). Wesch (2008) reported that the users create more content in six months than sixty continuous years of broadcasting by the three largest networks in the United States of America has done combined. Moving on from the traditional broadcasting methods, YouTube distinguished itself from an archive of videos by providing a user-to-user social experience which categorizes it as a social media and gained high popularity (Susarla et al., 2012).

Korean boy bands and YouTube Endorsement

YouTube is the new age technological replacement for older media tech, such as the radios, MP3s, CDs/DVDs, and music channels on television. Renowned labels like SONY music, EMI, and Columbia Records, among many, have all moved online to YouTube. Though the American population consider iTunes (a music streaming platform by Apple) as the main outlet for purchasing music, global K-Pop fans believe in YouTube as a free source to stream music.

A fan is someone who spends their time, money, and energy on supporting their subject of adoration, usually celebrities, through buying albums, concert/ movie tickets, and merchandise and helping in the process of winning competitions and awards through votes and creating awareness for their admired celebrity (Jenol, 2020). Jenkins (1992) defined a fan as an individual harboring positive affection for a celebrity or of interest. A K-Pop fan is typically a member of a Korean fandom-collective participation in a subculture based on a shared interest, in this case, Korean music artists, and Korean boy bands.

One of the most famous Korean boy bands is BTS. BTS, the famous abbreviation for global K-Pop sensations Bangtan Sonyeondan or Bulletproof boy scout, depicts the challenges of modern-day youth in their music and other media content. Other than quality content from the seven-member band, their fan engagement, and social media interaction where they share their collective and personal lives and works and commentaries on various topics and showcase their interest to their fans have led to them having one of the biggest fans following online. HYBE, formerly known as BigHit, has over 64. Million subscribers on YouTube. BTS' collaboration with American musician Halsey, Boy With Luv, has been viewed over a billion times since its release in 2019. Their latest music video 'Butter' holds the record of the most viewed K-Pop video with 108.2 million views in the first 24 hours of release (Statista, 2022). Their success can be credited to their fandom, ARMY. The fandom is infamous for its support for the group. ARMY have been reported spending a fortune to keep BTS' new release 'Butter' at the top of the Billboards charts for weeks in a row by buying 4-6 albums every week (McIntyre, 2021). BTS alone contributes to 88% of HYBE's sales in 2020 (Dooley & Lee, 2020).

Other than BTS, Korean boy bands like NCT, under SM Entertainment, and Got7, under JYP entertainment, also have a massive fan base in Thailand. An example of endorsement by members of the boy bands is:

NCT member Jaemin is known for his photography skills other than being an idol in another very popular Korean boyband. Adobe took this opportunity and endorsed his personal hobby and sponsored his segment of the NCT vlog on NCT's official YouTube channel. Na Jaemin doesn't only plug in Adobe Photoshop anywhere he can, he also created a personal vlog segment on the how to of photoshop. The thirteen-and-a-half-minute video on NCT's official channel has received over 500 thousand views. Another of these endorsed videos receives over 5 million views where he simply edits the boy band's concert video on Adobe Premiere Pro during his segment of the 'NCT Relay Cam' vlog.

Companies often use advertisements as a media strategy to introduce their brand or products on a global scale, according to Rojo et al. (2022). Advertisements not only entertain audiences but also influence their purchasing decisions. In the case of Kpop, advertisements collaborate with well-known personalities to endorse products and persuade audiences to purchase them. This creates a living “Seal of Approval” that assures fans and others of the product's quality (Rojo et al., 2022).

YouTube is the preferred platform for sharing Kpop-related content and has been the standard for viewing videos on the internet. Xu et al. (2017) suggested that YouTube played a significant role in the growth of Kpop globally, known as the Hallyu wave. Kpop entertainment uses video-sharing platforms like YouTube to reach fans worldwide by uploading teasers, music videos, advertisements, and other activities. These platforms showcase Kpop idols' visuals, fashions, dance, and concepts, which significantly contribute to gaining more audiences. This approach brings international fans closer to their Kpop idols, helping them to top music charts (Doré & Pugsley, 2019).

Recently, Bu & Kim (2021) conducted research to examine the effects of celebrity endorsement in advertisements involving the personal social media use of the celebrities, in this study its BTS. They hypothesized that the shared stories online by the celebrities and their fans would affect the online response of the fans (Likes, dislikes, shares, and comments). They analyzed audience responses on 12 BTS endorsed advertisements on social platforms like YouTube. They concluded with higher ration of acceptance through likes and even higher participation like commenting, 1800 comments were analyzed (Bu & Kim, 2021).

Research Objective

To study the influence of YouTube advertising format and online engagement

Research Question

What is the influence of YouTube advertising format and online engagement of Thai consumers on the products endorsed by Korean boy bands on YouTube?

Literature Review

YouTube Advertising format

YouTube marketing allows a brand to quickly target a controlled ad in a sustainable and cost-effective way, especially in the case of topical video content. As studies have shown, younger consumers tend to find YouTube ads more intrusive, especially in developing countries where streaming commercials are hindered by pricey and slow-paced bandwidth (Duffet, 2020). Other than the frequently observed ads on the platform like standard display ads, in-search (discovery), and sponsored cards, video bumper commercials and overlay ads, brands have been known to use influencers for product placement in either paid or owned content in form of testimonials, promotions, or collaborations. Such investment in influencer marketing on YouTube has driven online traffic and exposure to the brands' marketing efforts (Westenberg, 2016; Horakova, 2018; Vingilsa, 2018). Product placement has become one of the most common marketing strategies for marketing and promotion without the use of obvious commercials (BoixRomero et al., 2021; Fong Yee Chan & Lowe, 2018).

YouTube Online engagement

Online engagement can be explained as a 'user-initiated action' (Gluck, 2012) which may lead to co creation of value (Brodie et al., 2013). Other researchers have explained engagement on the platform as a multidimensional concept that brings in cognitive and emotional aspects along with behavioural aspects in engagement, i.e., the inclusion of thoughts and feelings alongside actions when engaging online (Hollebeek, 2011). YouTube engagement can be understood through an individual's use of media.

Khan (2017) studied YouTube audience engagement in two behavioural aspects-participation and consumption, i.e., click based interaction and simple viewing. Khan (2017) assessed participation through likes, dislikes, comments, shares, and uploads. Likes to represent the viewers appreciation of the content. The higher the likes, the higher the popularity of the tent. Dislikes are the thumbs down button that lets the viewers express their disapproval of the media. Comments vary from length, but the text-based descriptions are often opinions or commentary on the video content. Shares are the conscious decisions that the viewer makes to make the content be available to their friends and families. Lastly, uploads are considered high level participation where the viewer shares the content they publish to a wider audience.

Consumption has been assessed through view counts and passive reading of comments. YouTube provides the features the ability to collect views, i.e., the number of times a video is viewed. Similar to likes, the higher the view count, the more popular the video is.

Consumer Involvement (high and low)

The origin lies in social psychology where “ego involvement” relates to an individual’s relationship with an issue or an object. This concept became the base for involvement in consumer behaviour. Consumer involvement has been defined by many researchers in various ways. Goldsmith & Emmert (1991) defined consumer involvement as the fondness and interest shown by a consumer for a specific product category. It revolves around a consumer’s behavioural and emotional (thoughts and feelings) towards a product category (Miller & Marks, 1996; Gordon et al., 1998). Laaksonen (1997) classified consumer involvement in the individual state approach category. In layman's terms, it is the interaction between the characteristics of both the consumer and the product. The level of product involvement varies with individual consumers rather than being constricted to its product category. To illustrate, household products like detergent can be deemed as high involvement to some consumers as it involves personal health and environmental consequences whereas the same thing wouldn't take up much time and effort to some who already either have a preferred brand or go to a laundromat (Laaksonen, 1999).

A peripheral route of persuasion is taken for a product that requires lower cognitive efforts (low involvement) whereas a central route is taken for a logical analysis of a high involvement purchase decision (Roser, 1990; Vaidyanathan & Aggarval, 2001; Wand et al., 2019). Involvement has been understood as the level of an individual consumer’s personal relationship with a product/service comprising perceived value, risk, and importance. The significance is based on the recognition of antecedents (causes) and consequences (effects) (Antonides & Van Raaij (1998).

Celebrity endorsement

A celebrity endorser is a public figure loved and recognized by the community or the target market of a brand where the celebrity makes use of their reputation and attracts consumers (McCracken, 1989). Various companies worldwide invest in famous, credible, and attractive celebrities to endorse their products (Pornpitakpan, 2003; Amos et al., 2008). Such celebrities or online influencers are individuals, in an online spectrum, with a large social following and, are perceived as influential and trustworthy in niche markets (Sudha& Sheena, 2017).

Endorsements provide brands with a fast track to their specific target audience. Not only is it cost-efficient, but it also helps cultivate goodwill in the community (Taleverna, 2015; Harrison, 2017; Awobamise & Jarrar, 2018). Through market research, marketers can optimize audience reach by understanding the target audience of these online influencers.

These celebrities hold the power to influence consumer opinion and brands can harness it by endorsing them, through sponsorship or collaboration or simply paid partnership (Booth & Matic, 2011). Many brands cooperate with such celebrities and showcase their products in their videos.

Purchase intention

In consumer behaviour, an individual goes through six steps before making a purchase: awareness, knowledge, interest, preference, persuasion and then finally purchase (Kotler & Armstrong, 2010). The purchase intention of a consumer is also said to be influenced by other factors such as brand names, product quality and advertisement efforts by the brand (Kawa et al., 2013; Mirabi et al., 2015).

YouTube advertisements and product placement in the videos have been discovered to have a huge positive impact on a consumer's attitude regarding the correlation between the advertisements and purchase and intention (Lai et al., 2015). Yuksel (2016) identified elements of the platform that is unique and has shown positive effects on the purchase intention of the viewer. The perceives usefulness, attitude towards the purchase, perceived credibility and purchase intention were concluded to have shown an effect on the perceived credibility of the video.

Research Methodology

This study has taken a quantitative approach by using online questionnaires of 400 male and female participants that have been exposed to YouTube videos of Korean boy bands endorsing products in the game, luxury apparel, food and beverages and skin care categories.

The period of the research spans a month in the year 2022. The respondents are given the choice to select an answer which matches their attitude on a 5-point Likert scale chart.

Population and Sample

The data were collected from 400 respondents, irrespective of their gender. Social media including YouTube has emerged as an interactive tool for young adults (Berryman et al., 2018) with a considerable number of users falling in the age group of 18 - 34 years (Talwar et al., 2020a; YouTube, 2020). YouTube has 42.80 million users in Thailand in the first quarter of the year 2022 and YouTube ads have reached 78.5% of the total internet users in January 2022 (Kemp, 2022). The highest number of social media users fall between the ages of 25 - 34 and closely followed by ages between 18 - 24 in Thailand (Kemp, 2021). Thus, the ages of 18 - 35 were used in this study.

Due to time constraints, the study is conducted only in the Bangkok Metropolitan area. During the month of survey data collection, the number of sample suitable for the use of multivariate regression analysis statistics should be 5-10 times the index (Hair, et al., 2010). The study consists of 25 questions, hence the approximate sample size 250. The number of samples does not interfere with the calculation of the statistics, therefore, 408 respondents as the total sample size is used (Henseler et,al., 2016).

Research Instrument

The questionnaire is categorized into 6 sections, starting from preliminary questions, demographic, source characteristics, fan engagement and purchase intention. The 25 questions survey is distributed in two languages, English and Thai. The valid respondents are given the choice to select an answer which matches their attitude on a 5-point Likert scale chart.

Preliminary questions

To collect valid responses, two questions were asked to establish that they have been exposed to a YouTube with a Korean boy band endorsement in the specified categories and that they fall under the age range of 18 - 35. Only those that meet the requirements can answer further.

Demographics

The respondents answer general demographic questions such as specific age category between 18 - 35, gender, education level, occupation and over all time spent on YouTube daily.

YouTube Ad Format

To study the influence of different ads formats on the platform, the current advertisement options are adapted to frame 5 questions understanding the consumers' preferences. The five main advertising formats being skippable ads, non-skippable ads, bumper ads, overlay ads and product placements.

Online Engagement

This section comprises five questions which measure the likability of the respondents to engage in the social features provided by YouTube on the platform such as viewing, clicking like, reading comments, commenting, sharing content (Khan, 2017).

Product Type

This section has two questions measuring the cognitive involvement that goes into purchasing decisions of a consumer. The two types of involvement are high involvement that requires more time and effort from a consumer before deciding and low involvement where not much effort or thinking is involved (Kahle et al., 1980).

Purchase intention

The last section has five questions intending to understand the purchase intention of the viewers after being exposed to the endorsed video content on YouTube. Adapted from Yuksel (2016), they measure the intention of the respondents to purchase the endorsed products based on willingness, opportunity, trial, consideration, and likelihood.

Check for Reliability and Validity

It is imperative for any research to check for reliability and the validity of the instruments used to assess the variables. Reliability is understood as the stability of the findings through the measurement, the consistency whereas validity determines the accuracy of the measure, the truthfulness of the results (Carmines, 1979; Altheide & Johnson, 1994).

Cronbach's Alpha is applied to establish validity and reliability of the online survey. A pre-test with 30 samples is conducted with the acceptance level of 0.7 for all the variables is to be considered correlated.

Table 1: Conbach Alpha Reliability

Variable	Cronbach Alpha reliability
YouTube Engagement	0.914
Product involvement type	0.766
YouTube ads format	0.813
Purchase intention	0.822

Data Collection and Data Analysis

The data is collected in the months of April to June 2022 using an online questionnaire as the instrument. SPSS (Statistical Package for the Social Sciences) program is used to assess and analyze the gathered data.

The analysis of the results was described through descriptive statistics, which includes the means, standard deviation, and frequency. Pearson's Product Moment Correlation is used to assess the correlation between the variables. The finding will include the use of multiple regression analysis to test the influence of the independent variable (source characteristics and fan engagement) on the dependent variable (purchase intention). The results of this study are reported in the next chapter.

Table 2: Likert Scale Calculation

Level of Agreement	Score
Strongly Agree	5.00
Agree	4.00
Somewhat Agree	3.00
Disagree	2.00
Strongly Disagree	1.00

Pearson's Product Moment Correlation is used to explore the correlation of the variables, based on the model by Okveja and Ongkrutraksa (2017).

Table 3: Pearson's Product Moment Correlation

Range	Correlation Strength
0	No positive association
0 - 0.25	Very weak positive association
0.025 - 0.50	Weak positive association
0.50 - 0.75	Moderate positive association
0.75 - 1	Very strong positive association
1	Perfect positive association

Results

Table 4: Demographic Characteristics of the sample

Baseline Characteristics	n	%
Sex		
male	110	26.96
female	289	70.83
other	9	2.21
Age		
18 - 29	347	85.05
30 - 35	61	14.96
Education		
secondary school or equivalent	58	14.22
bachelor's degree	231	56.62
master's degree	115	28.19
Doctor of Philosophy	4	0.94
Occupation		
employee	117	28.68
student	151	37.01
civil service	23	5.64
private employee	67	16.42
business owner	20	4.90
unemployed	23	5.64
other	7	1.72

Note. n = 408, n is the sample

Table 1 shows the demographic characteristics of the samples. When classified by gender it was found that the samples were more females than males, of which 289 were female, accounting for 70.83%, while 110 were male, accounting for 26.96%, and 9 others, accounting for 2.21%.

When classified by age, it was found that most of the samples were aged between 18 - 29 years, 347 people, representing 85.05%, and in the age group 30-35 years, 61 people, representing 14.96%.

The majority of the sample group held 231 bachelor's degrees or 56.62%, followed by 115 people who graduated with a master's degree, accounting for 28.19 percent, 58 people accounting for secondary school or equivalent, 14.22%, and Doctor of Philosophy level, 4 people, representing 0.98%

The majority of the sample consisted of 151 students, accounting for 37.01%, followed by occupational employees of 117 people, accounting for 28.68 percent, private employees of 67 people, making up for 16.42 percent, civil service and unemployed equal, or 23 people, accounted 5.64%, business owners amounted to 20 persons, or 4.91%, and 7 individuals responded as other, or 1.72%.

YouTube advertising format

YouTube advertisement format refers to the categorization of product promotion content on YouTube's expanded advertising methods. The five formats studied in the research are skippable, non-skippable, bumper, overlay and product placement. With the overall mean score of 2.998, it is concluded that the respondents have a moderate level of attitude towards these advertisement formats, scoring as skippable $M = 3.66$, $SD = 1.28$, non-skippable $M = 2.85$, $SD = 1.31$, bumper $M = 2.75$, $SD = 1.22$, overlay $M = 2.92$, $SD = 1.14$ and product placement $M = 2.81$, $SD = 1.22$.

Table 5: Frequency, Means, and Standard Deviation of Attitude towards advertising format.

Attitude towards	Level of advertising					M/ (SD)	Response
	Strongly Disagree (%)	Disagree (%)	Un decided (%)	Agree (%)	Strongly agree (%)		
Skippable ads	30 (7.35)	59 (14.46)	70 (17.16)	108 (26.47)	141 (34.56)	3.66/ (1.28)	high
Non skippable ads	97 (23.77)	52 (12.75)	119 (29.17)	97 (23.77)	43 (10.54)	2.85/ (1.31)	moderate
Bumper ads	86 (21.08)	81 (19.85)	115 (28.19)	99 (24.26)	27 (6.62)	2.75/ (1.22)	moderate
Overlay ads	58 (14.22)	80 (19.61)	133 (32.60)	109 (26.72)	28 (6.86)	2.92/ (1.14)	moderate
Product placement	81 (19.85)	68 (16.67)	142 (34.80)	81 (19.85)	36 (8.82)	2.81/ (1.22)	moderate
Average of Response Level						2.99	moderate

Note. Cronbach's Alpha = 0.813

Firstly, the study showed that product placement within the video content is found to be more influential for the purchasing intention of the audience (Beta = 0.267). Yuksal (2016) and Schwemmer & Ziewiecki (2018) studied and are supported through the findings of this research, the rising trend of product promotion through placement in the YouTube content videos and its positive effectiveness on purchase intention.

Online Engagement

Online engagement refers to the process of engagement available on YouTube as a platform, such as viewing the video, clicking like, reading comments, commenting, and sharing content. The results show that the sample group were more engaging to consumption-based actions rather than participatory behaviour on YouTube. Viewing ($M = 3.62$, $SD = 1.26$) and clicking ($M = 3.61$, $SD = 1.23$) had the highest mean score in comparison to other actions-reading comments ($M = 3.15$, $SD = 01.29$) where they will have to scroll all the way down, commenting ($M = 2.64$, $SD = 1.33$) or sharing ($M = 2.82$, $SD = 1.43$).

Table 6: Frequency, Means, and Standard Deviation of Online engagement.

Engagement type	Level of engagement					M/ (SD)	Response
	Strongly Disagree (%)	Disagree (%)	Un decided (%)	Agree (%)	Strongly agree (%)		
View	38 (9.31)	40 (9.80)	85 (20.83)	123 (30.15)	122 (29.90)	3.62 (1.26)	high
Click like	41 (10.05)	27 (6.62)	97 (23.77)	130 (31.86)	113 (27.70)	3.61/ (1.23)	high
Read comment	63 (15.44)	58 (14.22)	110 (26.96)	110 (26.96)	67 (16.42)	3.15/ (1.29)	moderate
Comment	117 (28.68)	78 (19.12)	83 (20.34)	96 (23.53)	34 (8.33)	2.64/ (1.33)	moderate
Share	121 (29.66)	42 (10.29)	92 (22.55)	97 (23.77)	56 (13.73)	2.82/ (1.43)	moderate
Average of Response Level						3.16	moderate

Note. Cronbach's Alpha = 0.914

Table 7: Frequency, Means, and Standard Deviation of Attitude towards advertisement for product type.

Attitude towards advertisement for product type	Level of engagement					M/ (SD)	Response
	Strongly Disagree (%)	Disagree (%)	Un decided (%)	Agree (%)	Strongly agree (%)		
High involvement	16 (3.92)	48 (11.76)	105 (25.74)	164 (40.20)	75 (18.38)	.57/ (1.04)	high
Low involvement	25 (6.13)	68 (16.67)	89 (21.81)	156 (38.24)	70 (17.16)	3.44/ (1.14)	high
Average of Response Level						3.50	high

Note. Cronbach's Alpha = 0.766

Table 5 shows a high response level. It was found that the sample group had the mean of the response level at a high level with both sub variables ranking at a high level.

When considering each item, it was found that of the variables with the response level score, the highest was High involvement with the mean of 3.57, followed by Low involvement, the mean of 3.44, respectively.

Table 8: Frequency, Means, and Standard Deviation of Purchase intention.

Purchase intention	Levels					M/ (SD)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Undecided (%)	Agree (%)	Strongly agree (%)		
Consider purchasing	14 (3.43)	73 (17.89)	161 (39.46)	22 (29.90)	38 (9.31)	.24/ (0.97)	moderate
Shall purchase	38 (9.31)	96 (23.53)	132 (32.35)	117 (28.68)	25 (6.13)	2.99/ (1.07)	moderate
Intend to purchase	15 (3.68)	83 (20.34)	182 (44.61)	114 (27.94)	14 (3.43)	3.07/ (0.874)	moderate
Try the consider	6 (1.47)	82 (20.10)	157 (38.48)	149 (36.52)	14 (3.43)	3.20/ (0.85)	moderate
Intend to consider	13 (3.19)	60 (14.71)	157 (38.48)	156 (38.24)	22 (5.39)	3.28/ (0.89)	moderate
Average of Response Level						3.15	moderate

Note. Cronbach's Alpha = 0.822

Table 6 shows a moderate level of response. It was found that the sample group had the mean of the response level moderate in for which all 5 sub variables received moderate level of response.

When considering each item, it was found that the variable with the response level score, the highest was Intend to consider, with an average of 3.28, followed by Consider purchasing, with an average of 3.24, Try the Consider, with an average of 3.20, Intend to purchase with an average of 3.07, and shall actually purchase, with an average of 2.99, respectively.

Table 9: Regression Coefficients of Predictors for Responsive Behaviour

Variable	<i>B</i>	<i>SE</i>	95% CI		<i>p</i>
			<i>LL</i>	<i>UL</i>	
constant	1.757	0.124	1.514	2.000	0.000*
Fan Engagement					
Click like	0.108	0.026	0.056	0.160	0.000*
Read comment	-.015	-	-	-	0.796
Comment	0.007	-	-	-	0.878
Share	0.055	-	-	-	0.286
YouTube ads format					
Skippable ads	0.031	-	-	-	0.467
Non skippable ads	0.054	-	-	-	0.247
Bumper ads	-0.025	-	-	-	0.605
Overlay ads	-0.089	-	-	-	0.084
Product placement	0.267	0.026	0.216	0.319	0.000*
Product involvement level					
High involvement	0.045	-	-	-	0.307
Low involvement	0.074	0.028	0.019	0.130	0.009*

Note. $F(3,403) = 61.896$, $R^2 = 0.315$, * $p < 0.05$

Table 7 shows the multiple regression analysis by stepwise method which is the most suitable forecasting method. It was found that the variables of exposure and attitude (View, Click like, Read comment, Comment, Share, Skippable ads, Non skippable ads, Bumper ads, Overlay ads, and, Product placement, High involvement and Low involvement) total 14 variables, three of these sub variables had an influence on consumers' purchase intention, namely Click like ($\beta = 0.108$), Low involvement ($\beta = 0.074$), and Product placement ($\beta = 0.267$), with the significance of up to 31% at the 0.05 level. Even though product involvement variable didn't show any significance, its sub variable showed a positive influence over the dependent variable (Low involvement $\beta = 0.074$).

Conclusion

The results of the survey found a clear support for strong influence of YouTube engagement on the purchase intention of consumers on products endorsed by Korean boy bands, namely, the action of clicking like. This shows that the consumers have a higher tendency to purchase intention when they engage in passive participatory actions like clicking on the video. This data supports the finding presented by Bu & Kim (2021) where they presented the participation of the fans, or in this case, the audience, through likes and comments on BTS' personal account received higher acceptance of messages and advertisements.

Firstly, the study showed that product placement within the video content is found to be more influential for the purchasing intention of the audience ($\text{Beta} = 0.267$). Yuksal (2016) and Schwemmer & Ziewiecki (2018) studied and are supported through the findings of this research, the rising trend of product promotion through placement in the YouTube content videos and its positive effectiveness on purchase intention.

Secondly, results also show the influence of YouTube advertising formats. With the five common formats provided on the platform, the analysis showed that skippable ads were better received by the respondents than any other format of advertisement on the platform, supporting the findings previously studied by Ongkrutraksa (2020) which was that the Thai viewers skip the YouTube advertisements. Similar to the study by Sebastian et al., (2021) where it was concluded that consumers tend to wait for the skip button to appear and skip the advertisement, and that they generally pay less attention to skippable advertisements unless the advertisement is unique or attractive. This shows that the audience is more likely to disregard the advertising as they actively seek to skip it, supporting the findings by Verma, (2016) and Sabuncuoğlu-Inanç et al., (2020).

Lastly the involvement level of the audience in the product purchase intention resulted in high consideration especially for low involvement products like games and food and drinks and cosmetics ($B = 0.074$). Supporting the results by Arora et al., (2019) that portrays that though high involvement forms a stronger attitude towards brands, celebrity endorsement has a stronger influence towards low involvement products and are more likely to lead to higher purchase intention. Building upon this, this research found that Korean boy bands

have a higher influence on the purchasing intention of low involvement products. The audience are more likely to intend to consider purchasing the product that is low involvement. The results demonstrated that the level of involvement is an important factor in the audiences' decision-making process and low involvement products are more likely to be influenced using a third-party endorser such as Korean boy bands.

Recommendations

Product placement as a medium of advertisement on the platform is an important implication that can be taken for the research. With the introduction of YouTube Premium, this way of product promotion would be more effective as other forms of original YouTube ads are no longer exposed to those who subscribed to the Premium feature. Product placement in the content itself is suggested for adequate strategic media plan. YouTube advertisements are more likely to yield higher participation from the audience if they aim to engage and promote liking the video content. The metrics to understand and follow up the effectiveness of the campaign can be measured through the likes received by the content as the data has shown a positive influence of this type of engagement on the platform with the purchasing intention of the audience.

Directions for Future Research

This study has potential to be developed further by going deeper into the relevance of the independent variables with the dependent variable. Since the research only focused on the celebrity power of the Korean boy bands, the influence of girl groups on the same or similar audience. Considering the social media platform, YouTube, future researchers can dive into the advertisements on other social media platforms such as Instagram and TikTok which are popular with the audiences of the range in the study. Going further, the variables can be studied in context to non-mainstream celebrities such as popular youtubers for the same product category and find their influence. This research can also be the foundation of future studies on the influence of Korean celebrities in South Korea and compared to Thailand or other nations outside their native country.

Limitations

This study was limited to those who do not subscribe to the service or recalled the various ads purely from memory ever since the launch of YouTube Premium, subscription-based service allows YouTube viewers an ad-free viewing experience. Information overload and media saturation of similar content on various social media platforms may have been an unstudied factor in this research. The respondents may have been exposed to advertisements outside of YouTube alone and answered the survey with slight information bias.

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