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FACTORS AFFECTING THE PURCHASING BEHAVIOR OF VIETNAMESE YOUTH FOR PRODUCTS LINKED WITH K-POP IDOLS

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ABSTRACT

To examine the factors affecting the purchasing behavior of products that link with K-POP idols, the research team used qualitative and quantitative research methodology linked based on the analysis of data collected from a survey of 339 Vietnamese youths, among whom 115 had previously purchased products linked with K-POP idols linked. The research team used SMARTPLS software to process the collected survey data. The research results indicated that the Perceived behavioral control (PBC) factor strongly influenced the intention to purchase products linked with K-POP idols among Vietnamese youth (YD) with an impact level of 0.415. This was followed by the Subjective norms (SN) factor with an impact level of 0.279. The attitude toward products linked with K-POP idols (ATT) factor did not show a statistically significant positive relationship with the variable YD. The Perceived benefits (PB) factor had an impact level of 0.326; the Intention to purchase products linked with K-POP Idols (YD) factor had an impact level of 0.302; and the Cost of products linked with K-POP Idols (CP) factor had an impact level of 0.247 on the purchasing behavior of products linked with K-POP idols among Vietnamese youth (PBV). The Consumption motivation for products linked with K-POP Idols (CM) factor did not show a statistically significant positive relationship with the variable PBV. Based on these results, the research team provided several discussions and recommendations to optimize consumer benefits for Vietnamese youth. They also suggested that sellers and businesses dealing in products linked with K-POP idols should develop appropriate business strategies for these products.

KEYWORDS:- Influencing factors, purchasing behaviors, K-POP idols, teenagers, Vietnam.

1. INTRODUCTION

The "Hallyu" phenomenon has spread widely in Vietnam over the past two decades, mainly thanks to the development of Korean music and dramas. From classic dramas like "Dae Jang Geum" to K-POP groups like Big Bang, Hallyu has created a cultural bridge between Vietnam and South Korea. The success of Hallyu is evidenced by the proliferation of traditional Korean culture and the cultural similarities between the two countries. Cultural and commercial activities between Vietnam and South Korea have also been promoted through events and cooperative programs such as the Hanoi Hallyu Expo 2022 and projects by the KOCCA agency (Ngoc, B. 2022).

For the youth in general, the phenomenon of idol worship manifests more naturally and "loudly" than in other age groups. This is understandable since adolescents are often sensitive to new things, quickly catching up with trends, and enjoying youthfulness and modernity. Not to mention the contagion of crowd psychology, leading to bandwagon effects and imitation (Lam, N.T. 2023).

The influence of K-POP idols on Vietnamese youth today is very significant and growing. K-POP is not just a music genre but a multi-dimensional culture, including music, fashion, beauty, and lifestyle. Over the past 20 years, Vietnam has consistently been a major market for K-POP fans in Asia (laodong.vn, 2023).

The age group most heavily involved in following K-POP idols typically ranges from teenagers to young adults. However, this varies depending on specific bands and their music styles. Among these, the 15 to 25 age group usually has the most fans, as this is the period when young people develop personal interests and seek new sources of inspiration (thanhnien.vn, 2023).

The consumer behavior of K-POP fans includes purchasing albums, posters, T-shirts, necklaces, bracelets, and other merchandise related to their idols. They also often buy concert tickets to have the opportunity to attend live events and meet their favorite artists. Additionally, fans frequently participate in social media activities such as writing posts, sharing information, and collecting pictures of their idols to show their support and affection (kenh14.vn, 2022).

This study aims to identify the factors influencing the purchasing behavior of products linked with K-POP idols. Combining qualitative and quantitative research methods, the study will survey young people aged 16-29, divided into age groups of 16-18, 19-22, and 22-29, to examine the purchasing behavior of Vietnamese youth regarding K-POP idol-related products. The research seeks to answer the following questions:

- Which products linked with K-POP idol do Vietnamese youth spend the most on?
- What are the purposes of purchasing products linked with K-POP idol among young people?
- What factors influence the purchasing behavior of products linked with K-POP idol?
- To what extent do these factors affect the purchasing behavior of products linked with K-POP idol?

2. THEORETICAL BASIS AND RESEARCH OVERVIEW

2.1. Products linked with K-POP Idols

IDOL

The concept of idols is no longer unfamiliar and will continue to evolve in diverse ways within social life, manifesting rich colors across various age groups and showing certain generational differences in perception. "Idols" exist in all ages and eras. It is a natural need, but it also reflects generational trends (Lam, N.T. 2023).

An idol is someone who may possess outstanding characteristics compared to others: It could be exceptional skills like those of Ronaldo, Messi, Neymar, etc., in football; or great literary achievements left behind by luminaries like the "King of Pop" Michael Jackson, Luo Guanzhong with Romance of the Three Kingdoms, or The Godfather by Mario Puzo (TLetterman, 2021).

K-POP Idol

A K-POP idol refers to a famous person active in the field of pop music in South Korea, either as a member of a music group or as a solo artist. K-POP idols represent a convergence of image, music, fashion, and dance (Elfving-Hwang, Joanna, 2018). They usually work for a major entertainment company and have undergone intensive training in dance, vocals, and foreign languages. Idols maintain their public image and social media presence while dedicating significant time and resources to building relationships with fans through concerts and fan meetings (Caramanica, Jon, 2011; Seabrook, John, 2012).

K-POP idol merchandise

Merchandise, often referred to as K-POP merch, consists of goods related to idol groups and Korean idols. "Merch" is short for merchandise, meaning anything bought and sold in stores. Idol merchandise includes products like mugs, towels, souvenirs, or memorabilia designed to satisfy fandom desires and often feature the image of a star (Yu Jin Kim, Jieun Lee, Miyoung Lee, 2018).

Supporting K-POP idols by purchasing albums and related products is becoming increasingly popular in Vietnam. Since the early days of the second generation of the Hallyu wave, aside from releasing physical albums, idols have attracted fans by offering small, convenient memorabilia. Gradually, these items were promoted and became a significant revenue source alongside albums for K-POP idols and their management companies (kenh14.vn, 2022).

Among the merchandise, the most popular items are albums and light sticks of K-POP groups. Albums are essential for any artist, but light sticks are a new "innovation" from K-POP fan groups and management companies, stemming from the desire to "rave" with idols at major concerts. Additionally, photobooks promoting albums, seasonal clothing, or any accessories like hats, necklaces, earrings, and headbands are sought-after merchandise of K-POP idols. The current generation of K-POP fans is well-acquainted with group-printed shirts, promotional accessories, and expensive seasonal photobooks (kenh14.vn, 2022).

Furthermore, when influential idols such as Jennie (BLACKPINK), Lisa (BLACKPINK), V (BTS), Taeyeon (SNSD), etc., venture into fashion as brand ambassadors, items linked with them quickly sell out. Another effective way to support idols is by purchasing products from brands they represent, advertise, or use to experience moments of living like the idol.

Photocards

A popular type of merchandise is the photocard, printed on a card with rounded corners. The rounded corner card first appeared in 2010, released by SM Entertainment with the album "Oh!" for the national girl group SNSD. Thanks to this unique promotional method, the album "Oh!" and the SNSD photocard set caused a sensation among fans. This trend of releasing albums with photocards has since become established, with the rounded corner card becoming an indispensable item in idol albums. Today, some companies or Korean album-selling sites release special albums or include limited edition rounded corner cards. Each album typically includes a photocard of one member and a group photo. Due to the random nature, fans often seek out photocards of their bias (favorite idol) or rare photos. Over time, photos of popular members have become more sought after than the

album itself, and there are even groups that buy albums solely to collect rounded corner cards (kenh14.vn, 2022).

2.2. Theory of behaviors

Consumer behavior

Maximizing consumer benefits within the constraints of income, product prices, and consumer preferences. Consumer purchasing behavior is reflected in the search, purchase, use, and evaluation of products and services they expect to satisfy their personal needs (Bennett, 1988). Consumer behavior is understood as a series of decisions regarding the purchase of goods that each individual or consumer group makes over time about selecting and using products, services, ideas, or activities (Munnukka, 2008).

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action is a model that studies behavior from a social-psychological perspective to identify factors influencing conscious behavioral tendencies (Fishbein and Ajzen, 1975).

- Consumer Attitude Towards Behavior: Each individual's attitude is measured by their beliefs and evaluations of the outcomes of that behavior. When consumers have confidence in a product, they tend to be motivated to use the product.
- Subjective Norms: Consumers are influenced by the attitudes of significant others regarding the use of a product and by their motivation to perform the behavior as expected by these significant others.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior was developed by Ajzen, I. (1991) from the original TRA theory, adding the factor of perceived behavioral control along with the two factors of attitude and subjective norms, which influence consumer behavioral intentions.

- Perceived Behavioral Control: This refers to an individual's perception of how easy or difficult it is to perform the behavior (related to the availability of necessary resources, knowledge, and opportunities to apply them).

2.3. Research overview

In Vietnam, Generation Z is gradually becoming the primary target market segment for brands and the future of the Vietnamese economy. The research by Thanh, T.V., and On, D.V. (2021) identifies and assesses the impact of key factors affecting the online shopping intentions of Generation Z consumers. The research results indicate four factors: (1) Perceived benefits; (2) Trust; (3) Perceived risk; and (4) Safety concerns that influence Generation Z's online shopping intentions.

In the study by Phong, N.D., and Tu, H.T. (2022), a model was developed identifying three main shopping motivations: Control; Intimacy; and Prestige, which impact seven shopping tendencies: Quality; Brand; Entertainment; Price; Convenience; Novelty; Impulsiveness, and collectively influence consumers' shopping intentions. Additionally, shopping tendencies are assumed to be mediating variables regulating the extent of the impact of shopping motivations on shopping intentions.

Thuy Anh, D (2016) suggested that the Korean government's policies are one of the most important factors that make the Korean Wave popular. Surveys showed that students of different groups such as age, gender, universities, family conditions, or experience of the Korean Wave will have

different expenditures on Korean cosmetics; and the duration of studying the Korean language will not affect much to their spending on this product

Truong, N.X (2019) aims to explore the impact of factors on Korean consumer goods purchase decisions of Vietnam's Generation Z. A mixed research method was utilized in this study including focus group, in-depth interview, pilot study, and official study. Results showed that Vietnam's Generation Z was strongly impacted by social media, Hallyu, country of origin, social norms, and perceived benefits. Besides, Korean consumer goods purchase decisions of Vietnam's Generation Z also were impacted by intermediary factors such as trust, social norms, product involvement, perceived quality, perceived benefits, attitude, and buying intention. There were differences in factors affecting the purchase decision of the boy and girl Generation Z group.

Tri, H.M (2022) Learn about the impact of celebrity support on purchase intention, based on the case of Toyota Vios in Vietnam. The results indicate that celebrity (including credibility, attractiveness, product-image match), personal (including self - satisfaction and expression power) and social (including peer influence) characteristics all influence purchasing behavior of consumer through behavioral imitation. This provides practical suggestions to help businesses improve their business performance through celebrity advertising.

Yu Jin Kim, Jieun Lee, and Miyoung Lee (2018) suggested that cheering tools were the most often purchased idol goods, followed by idol slogans and dolls. There were significant differences among light, medium, and heavy purchasers in terms of goods' price, practical features, and scarcity. The light shopper group was majorly guided by price and practical features as compared to the other two groups, and the heavy shopper group was majorly guided by scarcity attributes than the other two shopper groups. The more they identified their favorite idols, the more they worked hard, the higher their income, the higher the expenses of investing in idol products, the more likely they were to repurchase idol goods. In terms of post-purchase behavior of idol goods, most idol goods purchased by fans were stored rather than used, and few indicated that they purchased two identical idol goods for use and storage.

Viet Ha, L. T & et al (2023) suggested that since 2010, Korean culture has truly taken off worldwide, not just in Vietnam. Through a direct survey of young people in Hanoi in two age groups including 15 to 22 years old and 23 to 30 years old, 240 respondents were asked about how five components of Korean cultural trends as music, movies, food, fashion, and cosmetics, and Korean language have an impact on their consumption behavior. According to experimental findings, the influence of the Korean cultural trend on young people's spending behavior in Hanoi has several drawbacks and it has a negative impact on their consumption.

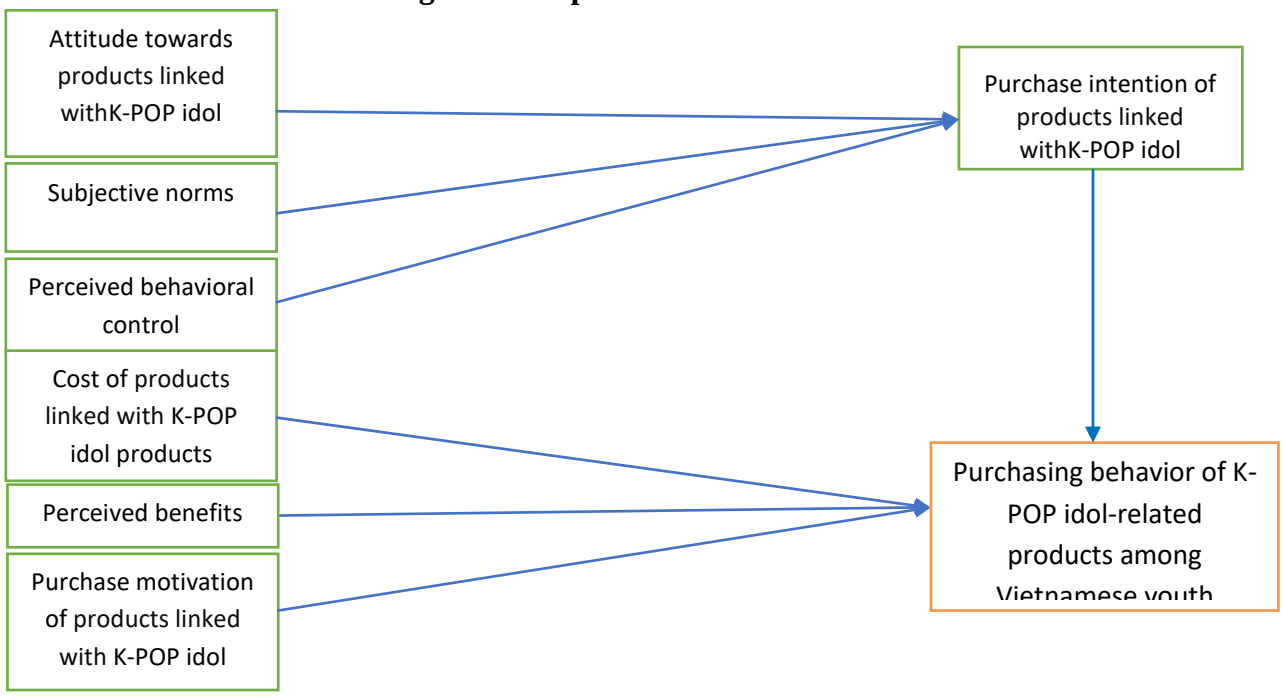
Research on the trend of purchasing items related to K-POP idols and the factors influencing such purchasing behavior has been addressed in some studies. However, the application of consumer behavior theory, the Theory of Reasoned Action (TRA), and the Theory of Planned Behavior (TPB), as well as consideration of the unique characteristics of idol-related products such as cost, benefits, and motivations, have not been fully addressed in existing studies. Therefore, in this study, the authors aim to construct a research model with the following variables: (i) "Attitude towards products linked with K-POP idol"; (ii) Subjective norms; (iii) Perceived behavioral control; (iv) Perceived benefits; (v) Cost of products linked with K-POP idol products"; (vi) Purchase motivation of products linked with K-POP idol; (vii) Purchase intention of products linked with K-POP idol"; And the dependent variable is "Purchasing behavior of K-POP idol-related products among Vietnamese youth" in the research model. The research team will conduct a comprehensive

survey using random sampling and snowball sampling methods to collect data and utilize SMARTPLS software to address the research's goal.

2.4. Proposing a research model, hypotheses, and measurement scales

Based on clarifying the theories of idolatry, products linked with K-POP idols, consumer behavior theory, Theory of Reasoned Action (TRA), and Theory of Planned Behavior (TPB), along with some studies on shopping trends, idol-linked shopping behavior. The research team proposes a research model, hypotheses, and measurement scales.

Figure 1. Proposed research model



Source: Proposal by the research team

Hypothesis, research scale:

- Hypothesis H1: Attitude towards products linked with K-POP idol (TD) is positively correlated to the purchase of products linked with K-POP idol (YD).

Table 1. Variable for the observed factor "Attitude towards K-POP idol products"

Ordinal number	Symbols	Research scale	References
I	**TD**	**Attitude toward K-POP idols-related products**	Ajen, I (1991);Armitage, C. J., & Conner, M. (1999); Truong, N.X. (2019)
1	TD1	I feel thrilled when buying products linked with K-POP idols	
2	TD2	I feel that buying products linked with K-POP idol brings many benefits.	
3	TD3	I feel that buying products linked with K-POP idol satisfies my passion.	

4	TD4	I feel that buying products linked with K-POP idol is a popular trend among young people today.	
5	TD5	I feel that buying products linked with K-POP idol is something young people should experience.	

Source: Synthesis and proposal by the research team

- Hypothesis H2: Subjective norms (CCQ) are positively correlated to the purchase of K-POP idol products (YD).

Table 2. Research Scale for the variable "Subjective norm"

Ordinal number	Symbols	Research scale	References
II	**CQC**	**Subjective norms**	Ajen, I (1991); Armitage, C. J., & Conner, M. (1999); Truong, N.X. (2019)
6	CCQ1	Friends and people around me advised me to buy K-POP idol products.	
7	CCQ2	My purchasing behavior toward K-POP idol products is influenced by Key Opinion Leaders (KOLs) or influential individuals.	
8	CCQ3	My purchasing behavior of products linked with K-POP idol is influenced by the current trend of idol support among young people.	
9	CCQ4	I purchase products linked with K-POP idol because I think friends and family around me either intend to or have already supported idols.	

Source: Synthesis and proposal by the research team

- Hypothesis H3: Perceived behavioral control (NT) is positively correlated to the purchase of K-POP idol products (YD).

Table 3. Research Scale for the variable "Perceived behavioral control"

Ordinal number	Symbols	Research scale	References
III	**NT**	**Perceived behavioral control**	Ajen, I (1991); Armitage, C. J., & Conner, M. (1999); Truong, N.X. (2019)
10	NT1	I can purchase K-POP idol products.	
11	NT2	I have the financial means to purchase K-POP idol products.	
12	NT3	I have enough time to purchase K-POP idol products.	
13	NT4	I am willing to dedicate time and money to purchase K-POP idol products.	

- Hypothesis H4: Perceived benefits (LI) are positively correlated to the purchase of K-POP idol products (YD).

Table 4. Research Scale for the variable "Perceived benefits"

Ordinal number	Symbols	Research scale	References
IV	**LI**	**Perceived benefits**	Truong, N.X. (2019)
14	LI1	K-POP idol products help me satisfy my passion.	
15	LI2	Buying K-POP idol products is a way to support my idols.	
16	LI3	Purchasing K-POP idol products brings positive energy to me.	
17	LI4	Buying K-POP idol products helps reduce work and life pressure.	

- Hypothesis H5: The cost of K-POP idol products (CP) is positively correlated to the purchase of K-POP idol products (YD).

Table 5. Research Scale for the variable "Cost of K-POP idol products"

Ordinal number	Symbols	Research scale	References
V	**CP**	**Cost of K-POP idol products**	Phong, N.D, Tu, H.T (2022); Christina Sagala, Mila Destriani, Ulffa Karina Putri, Suresh Kumar (2014)
18	CP1	The cost of purchasing K-POP idol products is suitable for my financial capability.	
19	CP2	The cost invested in K-POP idol products is appropriate for the benefits they provide.	
20	CP3	The cost of K-POP idol products is appropriate for the experience received.	

- Hypothesis H6: The motivation for consuming K-POP idol products (DC) is positively correlated to purchasing K-POP idol products (YD).

Table 6. Research Scale for the variable "Motivation for consuming K-POP idol products"

Ordinal number	Symbols	Research scale	References
VI	**DC**	**Motivation for purchasing K-POP idol products**	Phong, N.D, Tú, H.T (2021)
21	DC1	Purchasing K-POP idol products to satisfy one's passion.	
22	DC2	Buying K-POP idol products to relieve stress, work pressure, and life tensions.	
23	DC3	Purchasing K-POP idol products to understand more about the idol, and musical values.	
24	DC4	Buying K-POP idol products to interact, and share passion, and opinions with other fans.	

- **Hypothesis H7**: The intention to purchase products linked with K-POP idol (YD) is positively correlated with the behavior of purchasing products linked with K-POP idol (HV).

Table 7. Research Scale for the variable "Intention and behavior of purchasing K-POP idol products"

Ordinal number	Symbols	Research scale	References
VII	**YD**	**Intention to purchase products linked with K-POP idols.**	Truong, N.X (2019); Phong, N.D, Tu, H.T (2021); Thu, H.Đ.L, Hảo, D.T; Giao, H.N.K (2022)
25	YD1	I intend to buy products linked with K-POP idol in the near future.	
26	YD2	I will pay more attention to buying products linked with K-POP idol.	
27	YD3	I am willing to recommend products linked with K-POP idol to my friends and family.	
VIII	**HV**	**The behavior of purchasing products linked with K-POP idols.**	Tri, H.M (2022); Christina Sagala, Mila Destriani, Ulffa Karina Putri, Suresh Kumar (2014)
28	HV1	Buying products linked with K-POP idols is completely justifiable.	
29	HV2	I will buy K-POP idol products if I go to idol events.	
30	HV3	I will purchase products linked with K-POP idol repeatedly in the future.	

3. RESEARCH METHODOLOGY

Based on theoretical foundation and an overview of factors influencing the purchasing behavior of Vietnamese youth towards products linked with K-POP idol, the research model includes variables: (i) "Attitude towards products linked with K-POP idol"; (ii) "Subjective norms"; (iii) "Perceived behavior control"; (iv) "Perceived benefits"; (v) "Cost of products linked with K-POP idol"; (vi) "Purchase intention of K-POP idol-related products"; (vii) "Purchasing behavior of products linked with K-POP idol among Vietnamese youth" as the dependent variable.

The survey was constructed using a Likert 5-point scale, with:

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Quantitative research method was conducted to gather opinions from Vietnamese youth who have the intention to and have purchased products linked with K-POP idol-.

After constructing the survey, the research group conducted a random pilot survey with 10 regular buyers of products linked with K-POP idol. Preliminary survey results showed agreement with the factors included in the model.

Due to time and resource constraints for the survey, the authors opted for convenience sampling method. The minimum sample size needed was calculated using the formula n = 50 + 8*m (m: number of independent variables) (Tabachnick and Fidell, 1996). In this study with 8 variables, the minimum number of surveys to be collected was 50 + 8*8 = 114 surveys. The survey targeted

Vietnamese youth who have purchased products linked with K-POP idol. More samples ensure stability of the impact level. Surveys were distributed to respondents online via the provided link (https://docs.google.com/forms/d/e/1FAIpQLSdujJgmRChoGQFepMvfq6xNdJS_Pi1SONKyVVTadRXjdTwZHg/viewform). A total of 339 surveys were collected, out of which 115 were valid surveys from Vietnamese youth who have purchased K-POP idol-related products (ensuring more than 114 surveys), and these were included in the analysis.

Data Processing Method

Quantitative research method was employed to process the data collected from the survey of Vietnamese youth who have purchased products linked with K-POP idol. The structural equation regression equation is in the general form:

$$YD = a*TD + b*CCQ+c*NT$$
$$HV=d*YD+e*LI+f*CP+g*DC$$

The SMARTPLS software was used to test hypotheses and assess the impact of factors.

Step 1: Evaluate the measurement model
Step 2: Evaluate the structural model

Additionally, to assess the influence of each factor, the group determined the distance value and the average value of each factor, and identified the average score threshold. The distance value is calculated as (Maximum - Minimum) / n = (5-1)/5 =0.8. Thresholds for assessing based on average scores are as follows:

- 1.00 - 1.80: Strongly disagree
- 1.81 - 2.60: Disagree
- 2.61 - 3.40: Neutral
- 3.41 - 4.20: Agree
- 4.21 - 5.00: Strongly agree

4. RESEARCH RESULTS

4.1. Description of survey participants

Out of 339 survey responses, 195 respondents were fans of K-POP idols (57.5%), and 144 respondents were not (42.5%). Among the 195 K-POP fans, 115 had purchased products linked with K-POP idol, and 80 had not.

Regarding the gender of survey participants among the 195 K-POP fans, there were 36 male respondents (18%), 152 female respondents (78%), and 7 respondents who preferred not to specify (4%).

Table 8. Occupations/Ages of survey participants

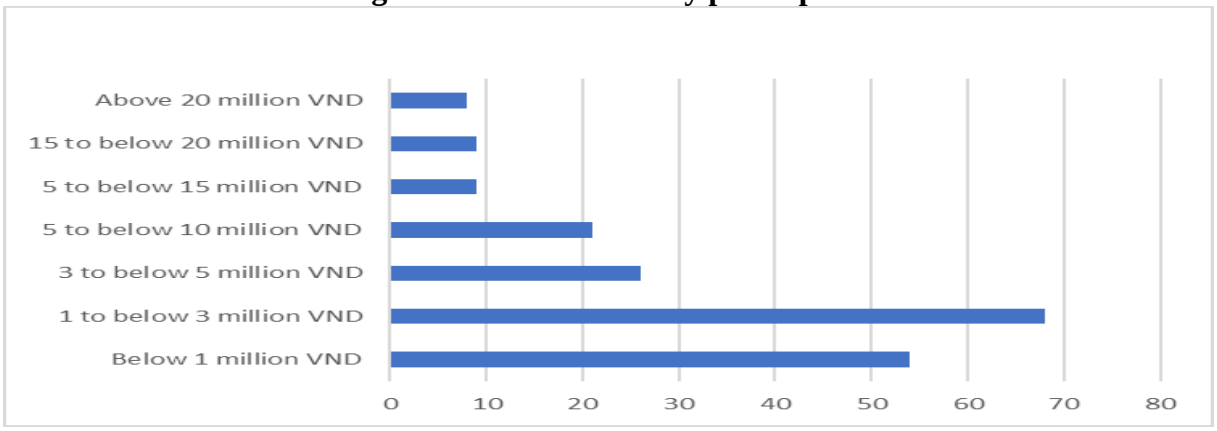
Occupations			**Ages**		
Occupation	Number of people	Percentage (%)	Age	Number of people	Percentage (%)
High school students	57	29	1990-1995	2	1
College students	127	65	1996-2000	5	3

Postgraduates	3	2	2001-2005	131	29
Employed	8	4	2006-2010	57	67

Source: Survey Results

Regarding the occupations of survey participants, there were 57 high school students, 127 college students, 3 postgraduates, and 8 employed individuals. Concerning the age distribution of survey participants, the majority fell into the age group of 2001-2005 with 131 respondents (29%), followed by the age group of 2006-2010 with 57 respondents (67%), while only 5 respondents were from the 1996-2000 age group and 2 from the 1990-1995 age group.

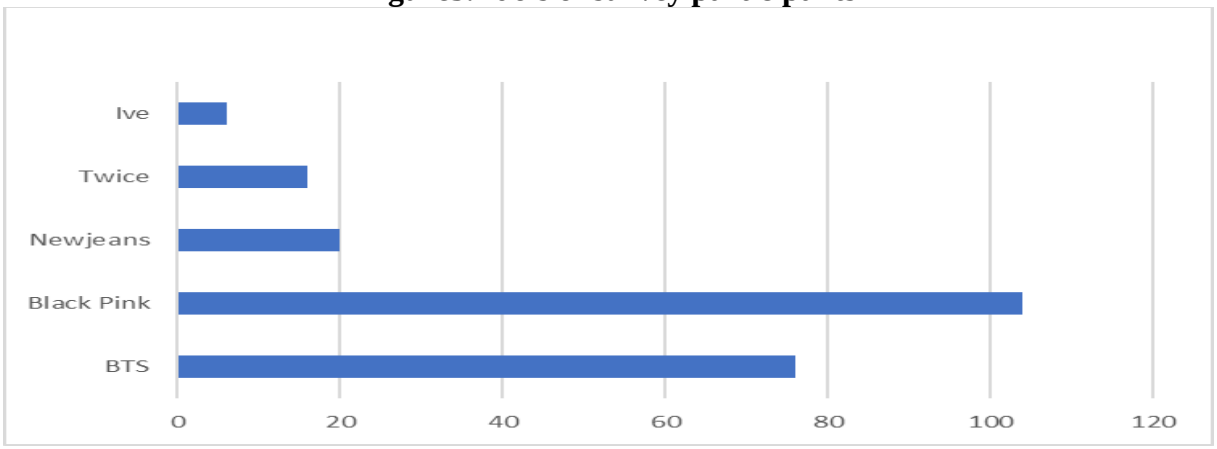
Figure2. Income of survey participants



Source: Survey Results

Survey participants primarily have incomes ranging from 1 to below 3 million VND (68 respondents), 54 respondents have incomes below 1 million VND, 26 respondents have incomes from 3 to below 5 million VND, 21 respondents have incomes from 5 to below 10 million VND, and the number of respondents with incomes above 5 million VND is relatively low. Additionally, survey participants mostly reside in urban areas, with 127 respondents (65%) living in the city center and 68 respondents (35%) living in the suburbs.

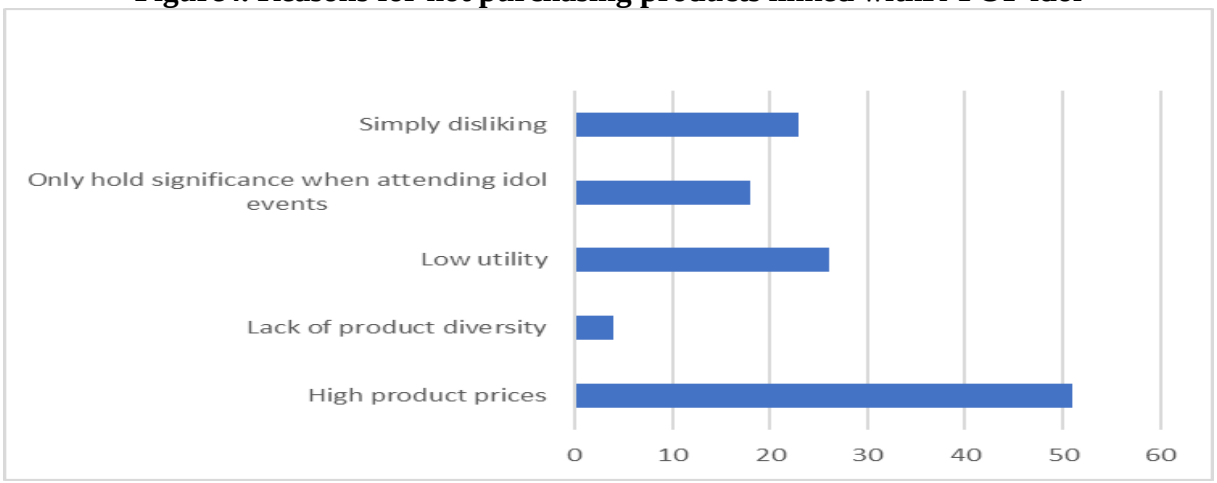
Figure3. Idols of survey participants



Source: Survey Results

Regarding the idols of survey participants, 104 respondents idolize Black Pink, 76 respondents idolize BTS, 20 respondents idolize New jeans, 16 respondents idolize Twice, and 6 respondents idolize Ive.

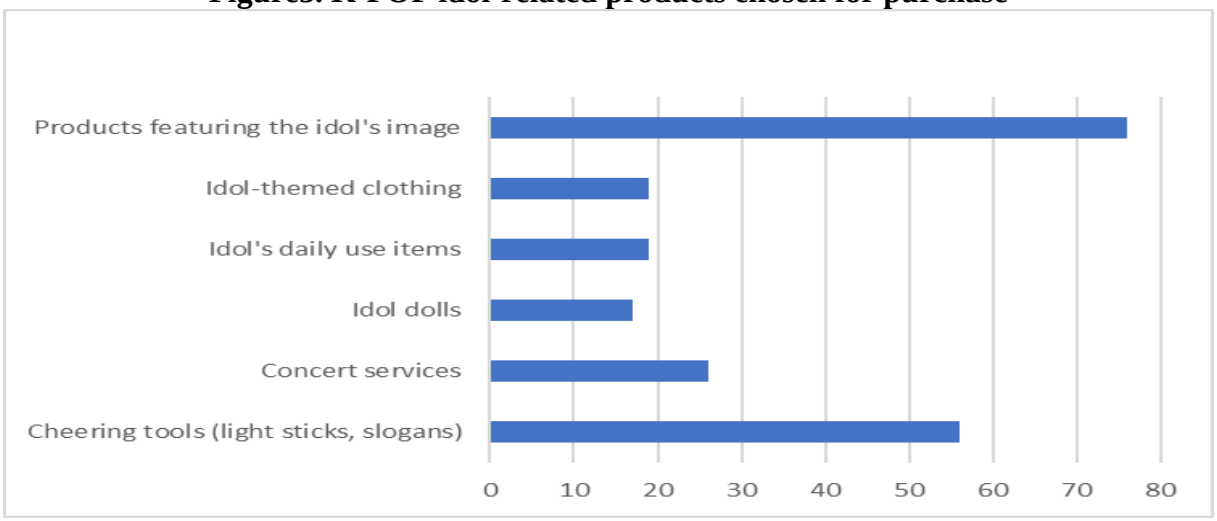
Figure4. Reasons for not purchasing products linked withK-POP idol



Source: Survey Results

Out of 195 K-POP idol fans, 80 respondents did not purchase products linked with K-POP idol. Among them, 57 respondents mentioned high product prices, 26 respondents indicated low utility, 23 respondents simply stated they did not like the products, and 18 respondents believed that idol-related products only hold significance when attending idol events, while 4 respondents mentioned the lack of product diversity.

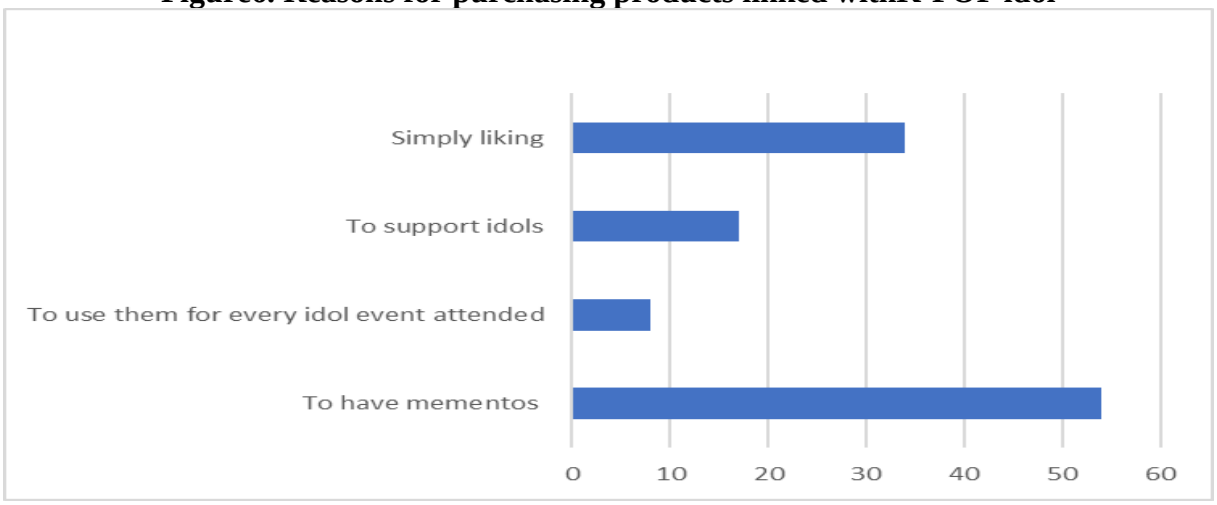
Figure5. K-POP idol-related products chosen for purchase



Source: Survey Results

The products linked with K-POP idol most frequently chosen for purchase are those featuring the idol's image, with 76 respondents selecting them. Following that are cheering tools (light sticks, slogans) with 56 respondents opting for them. Additionally, concert services, idol-themed clothing, idol's daily use items, idol dolls, etc., are products chosen for purchase by young fans.

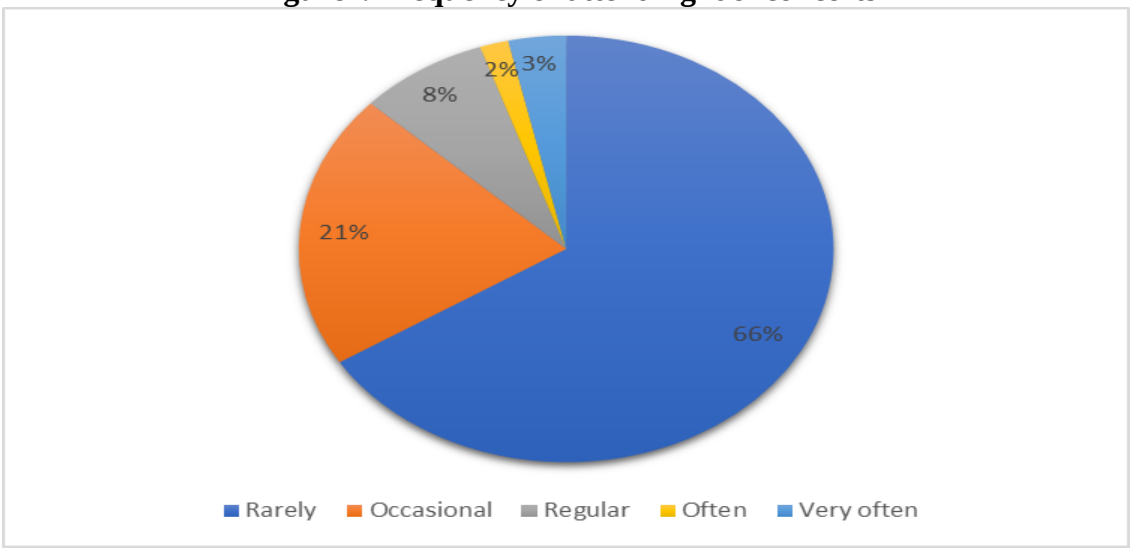
Figure6. Reasons for purchasing products linked withK-POP idol



Source: Survey Results

The main reasons young people participated in the survey to purchase products linked with K-POP idol were primarily to have mementos, with 54 selections, followed by simply liking them. The survey also noted other reasons such as supporting idols and using them for every idol event attended.

Figure7. Frequency of attending idol concerts



Source: Survey Results

Frequency of attending idol concerts was surveyed, with the results indicating that most respondents participated frequently, with 76 selections (66%). 24 selections were occasional (21%), 9 selections were regular (8%), and only 6 respondents attended concerts often or very often (5%).

4.2. Testing the quality of observed variables

The quality of observed variables is evaluated through the outer loadings coefficient, as shown in Table 8.

Table 8. Outer loadings coefficients of the factors influencing the purchasing behavior of products linked with K-POP idol among Vietnamese youth

	CCQ	CP	DC	HV	LI	NT	TD	YD
CCQ 1	0.882							
CCQ 2	0.886							
CCQ 3	0.835							
CCQ 4	0.880							
CP1		0.883						
CP2		0.903						
CP3		0.910						
DC1			0.885					
DC2			0.889					
DC3			0.865					
DC4			0.881					
HV1				0.904				
HV2				0.858				
HV3				0.874				
LI1					0.862			
LI2					0.844			
LI3					0.897			
LI4					0.828			
NT1						0.883		
NT2						0.911		
NT3						0.910		
NT4						0.843		
TD2							0.820	
TD3							0.858	
TD4							0.733	
TD5							0.877	
YD1								0.916
YD2								0.937
YD3								0.915
TD1							0.844	

Source: Research group's testing results

The results from Table 8 show that the outer loadings' factor loadings of all total variable correlation coefficients influencing the purchasing behavior of products linked with K-POP idol among Vietnamese youth are > 0.7 (Hair & et al, 2016), indicating the observed variables are significant.

4.3. Reliability testing of the scale

The reliability of the scale measuring the factors influencing the purchasing behavior of products linked with K-POP idol among Vietnamese youth on SMARTPLS is evaluated through two main indices: Cronbach's Alpha and Composite Reliability (CR).

Table 9. Cronbach's Alpha coefficient and Composite Reliability (CR) of the factors influencing the purchasing behavior of products linked with K-POP idol among Vietnamese youth

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CCQ	0.894	0.907	0.926	0.759
CP	0.881	0.884	0.927	0.808
DC	0.903	0.906	0.932	0.775
HV	0.853	0.856	0.911	0.773
LI	0.880	0.883	0.918	0.736
NT	0.910	0.915	0.937	0.787
TD	0.887	0.914	0.916	0.685
YD	0.913	0.913	0.945	0.851

Source: Research group's testing results

According to Table 9, after analyzing the reliability test using Cronbach's Alpha coefficient, the results are as follows: Subjective norms (CCQ) achieved 0.894; Cost of products linked with K-POP idol (CP) achieved 0.881; Purchase motivation of products linked with K-POP idol (DC) achieved 0.903; Perceived benefits (LI) achieved 0.880; Perceived behavior control (NT) achieved 0.910; Attitude towards products linked with K-POP idol (TD) achieved 0.887; Purchase intention of products linked with K-POP idol (YD) achieved 0.913; Purchasing behavior of products linked with K-POP idol among Vietnamese youth (HV) achieved 0.853. Therefore, all scales meet the condition > 0.7 (DeVellis, 2012), and no variables need to be excluded, hence no variables were removed, and they are all acceptable in terms of reliability.

The Composite Reliability (CR) of all observed variables is also > 0.7 (Bagozzi & Yi, 1988) (Table 9). Thus, the scales are reliable, analytically meaningful, and can be used in further factor analysis.

Convergence

According to the analysis in Table 9, the Average Variance Extracted (AVE) of each factor is extracted: Subjective norms (CCQ) achieved 0.759; Cost of products linked with K-POP idol (CP) achieved 0.808; Purchase motivation of products linked with K-POP idol (DC) achieved 0.775; Perceived benefits (LI) achieved 0.736; Perceived behavior control (NT) achieved 0.787; Attitude towards products linked with K-POP idol (TD) achieved 0.685; Purchase intention of products linked with K-POP idol (YD) achieved 0.851; Purchasing behavior of products linked with K-POP idol among Vietnamese youth (HV) achieved 0.773. Hence, the AVE of all variables is > 0.5 (Hock & Ringle, 2010), indicating that the model satisfies the convergence conditions.

Discriminant Validity

The results in Table 10 regarding the Fornell-Larcker criterion of the model studying the factors influencing: Subjective norms (CCQ); Cost of products linked with K-POP idol (CP); Purchase motivation of products linked with K-POP idol (DC); Perceived benefits (LI); Perceived behavior control (NT); Attitude towards products linked with K-POP idol (TD); Purchase intention of products linked with K-POP idol (YD); Purchasing behavior of products linked with K-POP idol among Vietnamese youth (HV) all ensure discriminant validity because all square root values of AVE on the diagonal are higher than the values outside the diagonal. Therefore, considering both cross-loadings and the Fornell and Larcker criteria, the discriminant validity condition is met.

Table 10. Fornell-Larcker criterion of the model studying the factors influencing the purchasing behavior of products linked withK-POP idol among Vietnamese youth

	CCQ	CP	DC	HV	LI	NT	TD	YD
CCQ	0.871							
CP	0.537	0.899						
DC	0.469	0.779	0.880					
HV	0.515	0.803	0.790	0.879				
LI	0.460	0.772	0.865	0.813	0.858			
NT	0.579	0.801	0.801	0.800	0.779	0.887		
TD	0.598	0.680	0.674	0.675	0.706	0.641	0.828	
YD	0.618	0.680	0.629	0.751	0.619	0.683	0.599	0.923

Source: Research group's testing results

The f2 function value

The f2 function value indicates the extent of influence of the structure (factor) when removed from the model. The f2 values corresponding to 0.02, 0.15, and 0.35 represent small, medium, and large effect sizes (Cohen, 1988) of the exogenous variables. If the effect size < 0.02, it is considered to have no effect.

Table 11. Summary table of f2 values

	CCQ	CP	DC	HV	LI	NT	TD	YD
CCQ								0.101
CP				0.091				
DC				**0.016**				
HV								
LI				0.115				
NT								**0.206**
TD								0.032
YD				**0.221**				

Source: Research group's testing results

In this model, in Table 11:

Factors influencing YD are considered, the f2 value of the NT factor reaches 0.206, indicating a moderate influence on the YD factor (0.15 < f2 < 0.35). The f2 value of the CCQ factor is 0.101 and TD reaches 0.032, indicating these two factors have a small influence on YD (0.02 < f2 < 0.15).

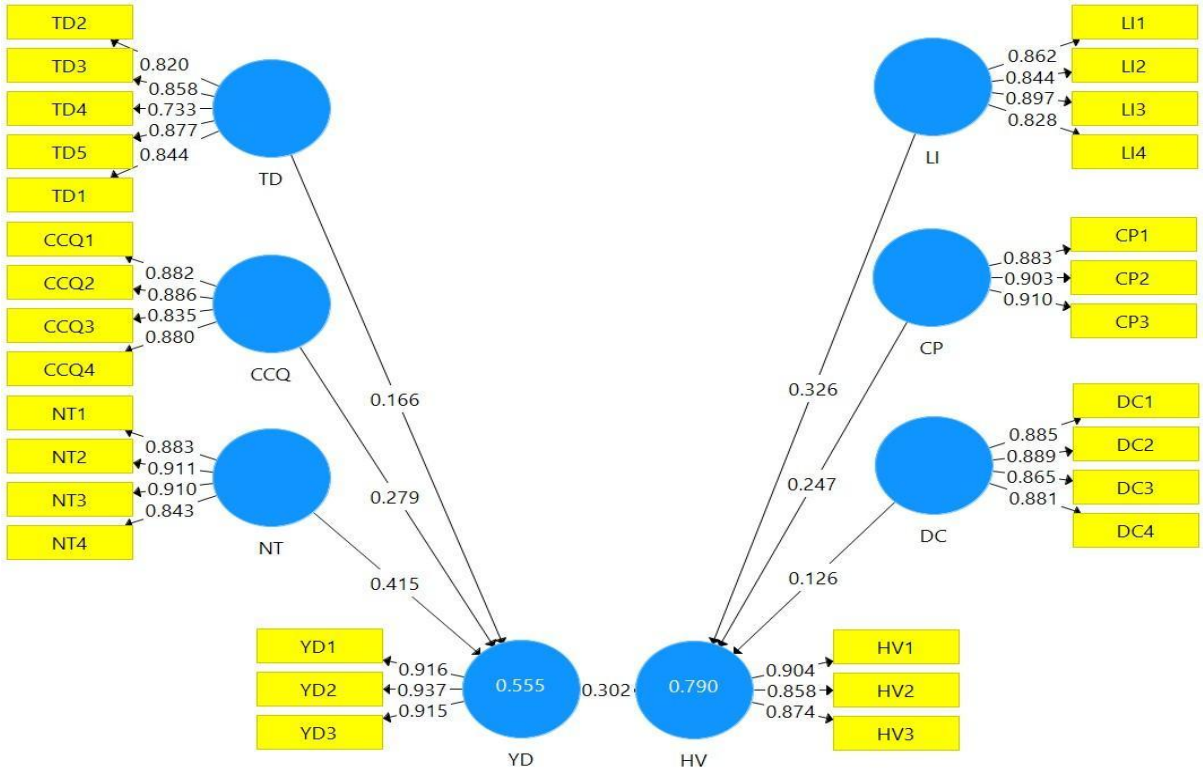
Factors influencing HV are considered, the f2 value of the YD factor reaches 0.221, indicating a moderate influence on the HV factor (0.15 < f2 < 0.35). The f2 value of the LI factor is 0.115 and CP reaches 0.091, indicating these two factors have a small influence on HV (0.02 < f2 < 0.15). The DC factor has an f2 value of (0.016), with f2 < 0.02, indicating it has negligible influence on HV.

4.4. Evaluation results of impact level using structural model

Assessment of influential relationships

The relationships and influence levels of factors affecting the purchasing behavior of products linked with K-POP idols among Vietnamese youth, as evaluated on SMARTPLS, are shown in Figure 8.

Figure 8. Factors affecting the purchasing behavior of products linked with K-POP Idols mmong Vietnamese youth



Source: Research group's test results using SMARTPLS

The results of the Bootstrap analysis to assess the influential relationships are shown in Table 12.

Factors affecting YD: Among the 3 factors in the model considered to influence the YD factor, 2 factors, Subjective Norms (CCQ) and Perceived Behavioral Control (NT), have P Values <0.05. This indicates that the 2 factors, CCQ and NT, have sufficient statistical significance to conclude a positive relationship with the YD variable (Hypotheses H2, H3 are accepted). The factor Attitude towards products linked with K-POP idols has a P Value >0.05, indicating that this factor does not have sufficient statistical significance to show a positive relationship with the YD variable (Hypothesis H1 is not accepted).

Factors affecting HV: Among the 4 factors in the model considered to influence the HV factor, 3 factors, Cost of products linked with K-POP idols (CP), Perceived Benefits (LI), and Purchase Intention of products linked with K-POP idols (YD), have P Values <0.05. This indicates that the 3

factors, CP, LI, and YD, have sufficient statistical significance to conclude a positive relationship with the HV variable (Hypotheses H4, H5, H7 are accepted). The factor Motivation to consume products linked with K-POP idols has a P Value >0.05, indicating that this factor does not have sufficient statistical significance to show a positive relationship with the HV variable (Hypothesis H6 is not accepted).

Table 12. Path Coefficient of the Structural Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CCQ -> YD	0.279	0.275	0.093	2.998	**0.003**
CP -> HV	0.247	0.235	0.112	2.218	**0.027**
DC -> HV	0.126	0.110	0.114	1.099	**0.272**
LI -> HV	0.326	0.340	0.109	2.990	**0.003**
NT -> YD	0.415	0.412	0.117	3.546	**0.000**
TD -> YD	0.166	0.174	0.109	1.521	**0.129**
YD -> HV	0.302	0.317	0.105	2.888	**0.004**

Source: Research group's test results using SMARTPLS

The test results in Table 12 show a 95% confidence level.

Factors affecting Purchase Intention (YD): The Perceived Behavioral Control (NT) factor has the strongest influence on the intention to purchase products linked with K-POP idols among Vietnamese youth, with an impact level of 0.415. This is followed by the Subjective Norms (CCQ) factor with an impact level of 0.279.

Factors affecting Purchase Behavior (HV): The Perceived Benefits (LI) factor has an impact level of 0.326. The factor of Purchase Intention related to K-POP idols has an impact level of 0.302. The factor of Product Costs linked with K-POP idols (CP) has an impact level of 0.247.

Thus, we have the following regression equations:

YD = 0.279*CCQ + 0.415*NT

HV = 0.302*YD + 0.326*LI + 0.247*CP

Evaluating the overall R2 (R square) coefficient:

The results of the PLS Algorithm analysis provide the R2 value, reflecting the extent to which the independent variables explain the dependent variable. The R2 index measures the overall determination coefficient (R-square value), which is an indicator to measure the model's data fit (model's explanatory power). According to Hair et al. (2010), R-square values of 0.75, 0.50, or 0.25 are recommended.

Table 13. Coefficient of Determination of Independent Variables for Dependent Variables (R Square)

	R Square	R Square Adjusted
HV	0.790	0.782
YD	0.555	0.543

Source: Test results conducted by the research team

The results from Table 13 indicate:

For the YD factor: R2 equals 0.555 and adjusted R2 equals 0.543, which are appropriate for this study. This means that the variables CCQ and NT in the model explain 55.5% of the variation in the "Purchase Intention linked with K-POP idols among Vietnamese youth" (YD).

For the HV factor: R2 equals 0.790 and adjusted R2 equals 0.782, which are suitable for this study. This indicates that the variables YD, LI, and CP in the model explain 79.0% of the variation in the "Purchase Behavior linked with K-POP idols among Vietnamese youth" (HV).

Evaluation of the Standardized Root Mean Square Residual (SRMR) index:
The Standardized Root Mean Square Residual (SRMR) index indicates the model's adequacy. According to Hu & Bentler (1999), typically a well-fitting model will have an SRMR value less than 0.08.

Table 14. Standardized Root Mean Square Residual (SRMR) reliability index

	Saturated Model	Estimated Model
SRMR	0.075	0.076

Source: Test results conducted by the research team.

Based on the research findings, the SRMR values in Table 14 of the research model are 0.075 (Saturated Model) and 0.076 (Estimated Model), both of which are less than 0.08. Therefore, this model is suitable for data analysis.

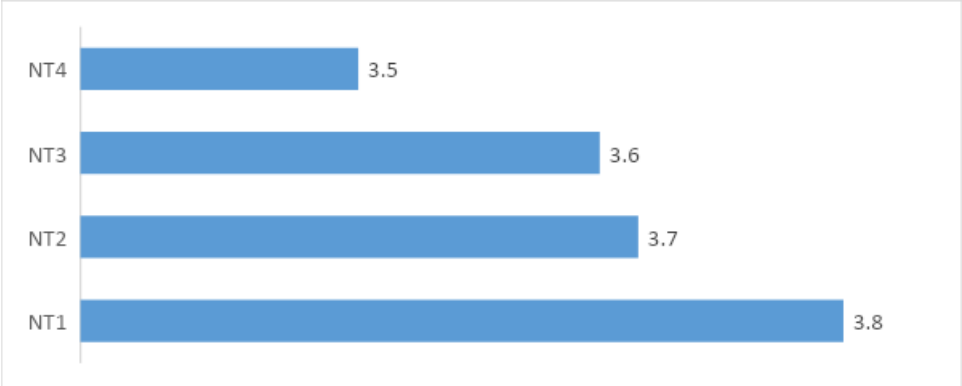
5. DISCUSSION

Considering the factors influencing Purchase Intention linked with K-POP idols (YD), at a 95% confidence level, the Perceived Behavioral Control (NT) factor has the strongest influence, with a coefficient of 0.415. This means that when perceived behavioral control increases by 1 unit, the intention to purchase products linked with K-POP idols among Vietnamese youth increases by 0.415 units. Next is the Subjective Norms (CCQ) factor, with an impact of 0.279, indicating that when subjective norms increase by 1 unit, the intention to purchase products linked with K-POP idols increases by 0.279 units.

Regarding the factors influencing Purchase Behavior linked with K-POP idols (HV), at a 95% confidence level, the Perceived Benefits (LI) factor has an impact of 0.326, meaning that when perceived benefits increase by 1 unit, purchase behavior of products linked with K-POP idol increases by 0.326 units. The purchase intention factor has an impact of 0.302, indicating that when purchase intention increases by 1 unit, purchase behavior increases by 0.302 units. The Product Costs (CP) factor has an impact of 0.247, suggesting that when product costs become more suitable by 1 unit, purchase behavior increases by 0.247 units.

The Perceived Behavioral Control (NT) factor has the strongest influence on Purchase Intention linked with K-POP idols. The average values of observed variables of the NT factor are depicted in Figure9.

Figure9. Mean Values of Observed Variables of the Perceived Behavioral Control (NT) Factor



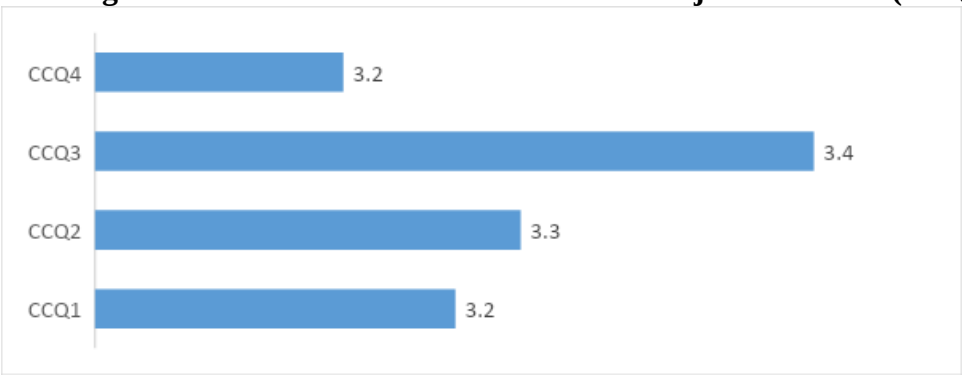
Source: Calculations from survey results

The observed variables have an average score ranging from 3.5 to 3.8, meaning that the young people participating in the survey all answered at the threshold of "Agree" with the statements the research team made with the NT factor about work. they can control finances, time and resources for purchasing products linked with K-POP idols. To help young people increase their understanding and control their resources and time when buying products linked with K-POP idols, young people need to:

Raise awareness of thorough research about the product they want to buy. Identifying personal values requires thinking about why they want to buy that product and considering whether buying that product reflects their personal values. Young people need to set up a specific budget for purchasing products linked with K-POP idol. This helps them better control their spending and avoid falling into excessive shopping situations. In addition, young people need to see the importance of practicing thrift, promoting critical thinking, promoting independence and awareness of buying sustainable products... so they can buy affordable products. carries the meaning of supporting the idol, but still ensures value, benefits, and avoids cost and waste.

The factor "Subjective Norms" (CCQ) has the second influence on the intention to purchase products linked with K-POP idols. The average value of the observed variables of the CCQ factor is shown in Figure 10.

Figure10. Average Values of Observed Variables of the Subjective Norms (CCQ) Factor



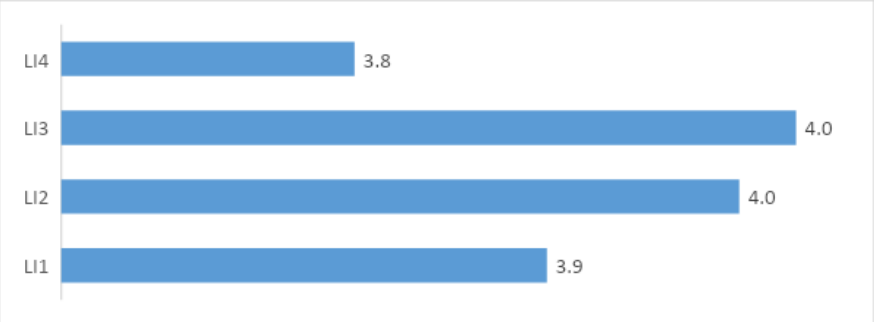
Source: Calculations from survey results

The observed variables have average scores ranging from 3.2 to 3.4, indicating that all surveyed youth responded at the "Neutral" level to the statements provided by the research team regarding the CCQ factor concerning the influence from friends, peers, influential individuals, and idol waves

on purchasing K-POP idol-related products. When purchasing products linked with K-POP idol, young people need to consider and make decisions based on their personal beliefs, but they also need to consider social and peer reactions. Sometimes, purchasing products linked with idol can lead to positive attention from others, but it can also create unnecessary pressure. If possible, discuss with family, friends, or other trusted individuals before making a purchase decision. They can provide an outside perspective and valuable advice.

The Perceived Benefits (LI) factor has the greatest influence on the behavior of purchasing K-POP idol-related products. The average values of observed variables of the LI factor are depicted in Figure11.

Figure11. Average Values of Observed Variables of the Perceived Benefits (LI) Factor

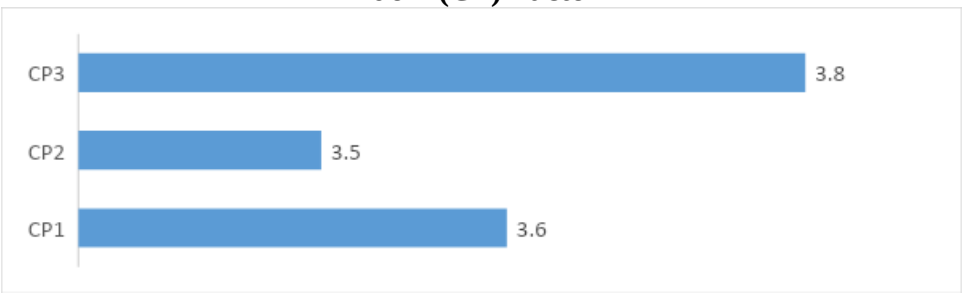


Source: Calculations from survey results

The observed variables have average scores ranging from 3.8 to 4.0, indicating that all surveyed youth responded at the "Agree" level to the statements provided by the research team regarding the LI factor. This demonstrates that purchasing products linked with K-POP idol is a way for young people to satisfy their passion, support their idols, bring positive energy to young people, and reduce work and life pressure. This also reflects the positive aspects that idols and idol-related products bring to young people.

The Product Costs (CP) factor has an impact of 0.247. The average values of observed variables of the CP factor are depicted in Figure 12.

Figure 12. Average values of observed variables of the "Cost of products linked withK-POP idol" (CP) Factor



Source: Calculations from survey results

The observed variables have an average score ranging from 3.5 to 3.8, meaning that the young people participating in the survey all answered at the threshold of "Agree" with the statements the research team made regarding the CP factor. This shows that young people evaluate products linked with K-POP idols that the cost of purchasing the product is consistent with their financial ability, the benefits of the product, as well as the experience of receiving it. Okay. In order to properly

purchase products linked with their idols, young people need to: (i) Determine a specific budget that you can spend on purchasing products linked with idol K-POP. This helps you stay in control and avoid overspending; (ii) Monitor offers and promotions from online or retail stores. Maybe you'll find your favorite products at a great price or receive special gifts; (iii) Many products linked with K-POP idols have limited editions or economy editions that are priced lower than the premium versions. Check out these versions for cost savings; (iv) You can also discuss with your friends or fan community about purchasing products linked with K-POP idols. You may find opportunities to share or buy together to save costs.

Additionally, the study also indicates that the Purchase Intention (YD) factor will influence the Purchase Behavior (HV) factor. For entities or individuals engaging in businesses related to K-POP idol merchandise, it's crucial to have a profound understanding of the market and the target audience. This involves using a variety of business strategies to generate interest, intention, and purchasing behavior from fans. Specifically:

- Market research: Firstly, thoroughly grasp and understand the market and the target audience. Explore the preferences, needs, and trends of the K-POP fan community to create suitable products that attract buyers.
- Build a strong brand: Establish a brand that K-POP fans trust. This can be achieved by creating a unique image closely linked with idols and providing quality and distinctive products.
- Utilize social media and digital media: Harness the power of social media and digital platforms to promote and advertise products. Create engaging content and interact with the K-POP fan community to increase brand awareness.
- Organize events and stimuli: Host events such as meet-and-greets with idols, autograph sessions, or other activities to create opportunities for fans to meet and interact with their idols. This not only enhances fandom but also provides advertising opportunities for products.
- Collaboration and partnerships: Build collaborative relationships with relevant partners such as music producers, idol management companies, or fashion stores to enhance presence and reach within the K-POP fan community.
- Create unique and limited products: Develop limited edition or unique products that can generate excitement and special interest from fans. This may include releasing special collections, commemorative products, or special edition items to commemorate significant events in idols' careers.

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