
| RESEARCH ARTICLE

Translating Hallyu Phenomenon and its Underlying Impact in the Purchasing Intentions of Filipinos

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| ABSTRACT

The Korean Wave is playing a huge role in the decision-making of customers when purchasing different products and services. This also asks the question of whether this phenomenon is really starting to pave the lives of every Filipino as it becomes the standard when buying food, clothing, media, and the like. The drive to the transition of preferring Korean products over Filipino ones is widely seen in the Philippines. The objective of this paper is to determine the impact of the Korean wave on the purchasing intentions of Filipino consumers in terms of frequency, volume, and amount to spend. This Hallyu consists of their trends, personalities, the strategy of Korean entertainment, and the image and popularity of their culture. Multiple Linear Regression (MLR) will help analyze the relationship between the various variables, therefore predicting how the factors will affect the purchase intentions of Filipinos. Results show that the popularity of Korean culture is the indicative factor on the increase of frequency, volume, and amount to spend by Filipinos in purchasing Korean products. Trends and standards also come up because of their iconic creations that spread throughout the country. The paper is intended to fill the gap in this field to help businesses, advertisers, and marketers cope with this phenomenon.

| KEYWORDS

Hallyu, Korean Wave, Purchasing Intentions

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1. Introduction

In today's generation, wherever people look around the different corners of the street, they always see and encounter numerous Korean footprints. It is related to the statement created by Cenidoza and Igno (2016), which says anything under the sun related to Korean Culture and lifestyle is considered as puzzle pieces that complete the essence and influence of Hallyu or also known as the Korean Wave. With this in mind, this wave refers to the continuous growth of Korean Culture that dominates the worldwide entertainment industry and global platform particularly. In fact, its popularity in the year 2019 garnered almost USD 12.3 billion, which was held as a significant contribution to Korea's economy (Roll, 2020). Moreover, according to Choi, Meng, and Kim (2020), Globalization shifted the exposure and transmission of this Hallyu Wave from traditional media to a more digitized platform through the Internet. And with that, based on The Korean Times report (Sun-hwa, 2021), the number of worldwide supporters and patrons of this wave climbed up to 104 million in the year 2020— a global phenomenon, indeed.

Relevantly, for almost two decades, the emergence of this Hallyu wave is also vigorously surging the Philippines' shore. The mass media of the country today is evidently submerged by this worldwide phenomenon. In the early 2000s, the rising popularity of South Korean Culture started to dominate the entertainment platforms of South-east Asian countries, including the Philippines, in terms of movies, drama series, and music. In line with this, according to Medina (2016), in the Philippines alone, 70% of the 30 million viewers in diversifying media platforms such as television and Online Streaming are regularly watching and anticipating Korean-related programs and TV shows.

Meanwhile, a local phenomenographic related study by Blas and Erestain (2020) describes the Korean Wave as a fever that is extremely severe and emerging. It also tackles the various evidence that supports the transmission of this to the Philippine landscape, such as establishing different Korean Restaurants and importing Cosmetic Products from Korea to the Philippines. All of these circumstances are products of cultural invasion, wherein the culture, tradition, and delicacies of Korea are unceasingly entering the local market. But the hidden and uncovered mystery that yearns this paper to unleash is the relative changes in the Filipinos customer's purchasing intentions when it comes to buying from Korean Stores, in terms of their preference leading to changes in volume, frequency, and amount to spend.

Hence, the purpose of this paper is to translate and convey the contribution of this Hallyu Wave phenomenon in revolutionizing and revitalizing the global market landscape. Thus, it unveils the underlying key drivers that transform the awareness viewpoint of the devoted Filipinos for this flourishing sensation into a trial and adoption level of interest when it comes to their purchasing intention. Furthermore, this paper yearns to delve deeper into the roots of influence and power of this wave, whether it serves as a mere cultural phenomenon in the Philippines or a subtle notion of cultural imperialism that takes advantage of the country's vulnerability.

2. Literature Review

2.1 Purchasing Intentions and its Variables.

The enormous popularity of the Korean "Hallyu" Wave has penetrated Filipinos' lifestyles, perceptions, and decision-making behavior for almost two decades. With this in mind, the following are the determinants of the customers' dynamic preferences towards Korean products.

2.1.1 Amount To Spend

According to Kumar (2019), purchasing intentions play a vital role in customers' decision-making, which varies depending on the underlying expectations and preferences running in their minds. These preferences are influenced and swayed by many possible variables, including the price of a particular product (Wekeza & Sibanda 2019). An argument entails that if the customers pay a cheaper amount than other industry players, the company has a high chance of increasing customers' value perception (Thu Ha & Gizaw, 2016). On the contrary, it can be another way around wherein preferences alone can directly influence the willingness of the individuals to spend a specific range of money depending on the perceived value they apprehend on a particular offering.

2.1.2 Intended Volume

Meanwhile, preferences can also create a driving impact on customers' quantity and volume intentions. Thus, positive perception and desire towards a particular product can stimulate bulk orders and the number of purchases (Bucko, Kakalejcik, & Ferencova, 2018). Also, some of the customers yearn to increase the volume consumption for two qualifying reasons: 1) fulfilling needs and wants to be based on perceived value and 2) yielding lower costs purchase (Costa, 2018). Either of these two options, the customers' perceptions can truly be a driving factor that amplifies their purchase volume queries

2.1.3 Frequency

The last quest that will complete the three variables being influenced by preferences is the frequency or the number of times customers will return to purchase again. The more they contribute to the retail store's foot traffic, the more they have a solid inclination to that product offering. And all of these variables are indicators of preferences (Cortinas & Elorz, 2016). The more people prefer a certain thing, the more they are willing to proceed in regular purchase intervals.

2.2. Factors Influencing Purchasing Intentions as a Result of the Korean Wave.

Meanwhile, this portion covers the four components established by the Hallyu Wave and their perceived impact on customers' purchasing intentions, which ultimately leads to a significant change in one's preferences.

2.2.1 Korean Products as a Standard and Inspiration of Trend

The Korean culture has invaded people's mindset so that it has become the standard of what is trendy and what is popular. For the products of South Korea, like clothing and cosmetics, this became the most popular among women compared to men. The Korean dramas that people usually watch are one of the drivers that made women support Korean products (Chang et al., 2017). Since this is what they typically witness, these women start to imitate and get inspired by the cast's clothing or makeup of a certain Koreanovela. Thus, this becomes the standard that everyone should follow to get along with the trend.

Furthermore, the effect of the Hallyu phenomenon is so significant that it makes people want to experience not just the culture but also the products and services that they offer. It also changed the way people view South Korea, where some of the negative feelings that other people experience turned around because of what they can offer in terms of entertainment, trends, and standard

as a country (Kang, 2017). With this, the positive response towards South Korea has affected consumer behavior because of the effect of Korean pop culture's inspiration.

H1: There is significant concordance between the Korean Wave standards and the consumers' preferences, affecting their intent to purchase products.

Advertisements and Endorsements of Korean Personalities Advertisements and endorsements became an influential factor in the consumers' purchase intentions towards Korean products. It may not be an easy process as society ages. Producing more mature consumers and convincing people through advertisements becomes harder (Chang et al., 2017). This is because how the Korean wave affected consumer demand because of 4 two factors: First is the emergence of other preferences towards products and the intensified advertisement of Korean products through product placements or celebrity endorsements (Spielvogel, Naderer & Matthes, 2020). The depth of the factor in diverse preferences could reach greater heights, especially when the Korean wave extends more on their influence, exposing more countries to its culture and making other people more accepting of Korean products. In addition, the popularity of Korean dramas and Korean celebrities improved the perception of people with Korean products (Son & Kijboonchoo, 2016), especially in cosmetics, fashion, and lifestyle. There is also the fact of how Korean actors present themselves to their dramas, especially the main leads and how it affects the purchase intention of people towards Korean products (Kim and Sim, 2017) According to them, this had a significant impact on the characteristics of their preferences when it comes to Korean products, especially on their cuisines.

According to the study of Truong (2018), subject norms, trust, attitude, and behavioral intention influenced Generation C in Vietnam's purchase intentions when it comes to Korean products. While Hallyu, social media, and Entertainment platforms are also considered in the study, these three are independent variables. For Truong, these independent variables influence Generation C regarding their viewpoint and intentions in purchasing Korean products. Truong also discovered that the most important factors influencing purchase decisions are trust and positive attitude variables. So, while Hallyu is influential itself, the trust should still be there and positive regard to the underlying reputation of every Korean personality and influencer. Aside from that, as stated by (Kim, 2016), the satisfaction with the quality and the effectiveness of the products recommended by these celebrities may receive positive word-of-mouth that can establish strong credibility to both personalities and Korean brands, turning other people to have a positive attitude as well on their purchase intentions.

H2: The prominence of Korean Endorsements with well-known personalities imbue the preferences and purchasing intentions of Filipinos.

2.2.2 The Strategy of Product Placement unveils in Korean Entertainment

In today's digital age, technology and the Internet have become the core competencies of various countries around the globe (Jackson, 2016). And as mentioned by Kim (2016), South Korea, with the help of the Hallyu Wave, can easily invigorate and establish its "soft power" to other neighboring countries through the benefits of these technological advancements. In connection with this speculation, this soft power affiliates in Cultural Invasion and Koreanization (Messaris, 2016). These two unfamiliar terminologies are slowly, steadily, and accurately unleashing the Korean Culture and influence in the different entertainment platforms, mainly Korean films, drama series, and music.

With that, this power towards the viewers is efficiently utilized by entertainment affiliates in terms of product placement. Korean films and drama series became a tool for brand positioning that influences customers' desire to purchase a product. According to Perwitasari, Dwi, Paramita, and Eristia (2020), through this strategy, Korea manages to catch customers' attention and awareness of the product's existence, increasing its sales. They mentioned Descendant of the Sun, a very popular K-Drama Series in Indonesia and the Philippines, as a primary epitome of this incident. In a specific episode, they placed a product from a prestigious cosmetics company, and after some days, almost all products were out of stock, and it became a hot topic in both countries. Indeed, it is evident that product placement is a crucial success factor in increasing customers' willingness to buy a product that they overview on this platform.

H3: The Korean Wave's Product Placement Strategy has a substantial impact on Filipino preferences influencing purchasing intentions.

2.2.3 Image and Popularity of Korean Culture

The emergence of Korean pop culture has been very evident; that is why the image of Korea and its popularity are considered a factor is influencing consumers' purchase intentions. Since the Korean cultural wave has been spreading worldwide, this has become a popular topic in further research and states that this phenomenon shaped the image of Korea that made their market grow globally from tourism, media, cosmetics, and electronics (Tjoe & Kim, 2016). This wave improved the country's image that

made consumers perceive South Korean products differently than before; that is why there is a massive growth in terms of revenue for their products.

Positively, the Korean wave truly impacted consumers' purchase intentions because of how people view Korea. Just like what is stated in the study conducted by Lee (2020), that Korean image and the brand image of the cosmetics products of Korea is viewed positively by people, making it affect the purchasing intention of consumers, and this is because of how the Hallyu phenomenon affected it, especially those movies, dramas, as well as K-pop and their celebrities. As stated in Park, Kim, and Bae's (2016) study, the Korean wave significantly influenced Korea's image formation to foreign people. Because of that, the national brand value led to the advertisements and promotions of Korean products in different countries. That is why this wave starts to become influential, leaving an effect, especially on the market.

H4: The vital connection between the image and the popularity of the Korean Wave and consumers' preferences has an evident impact on their purchasing intentions.

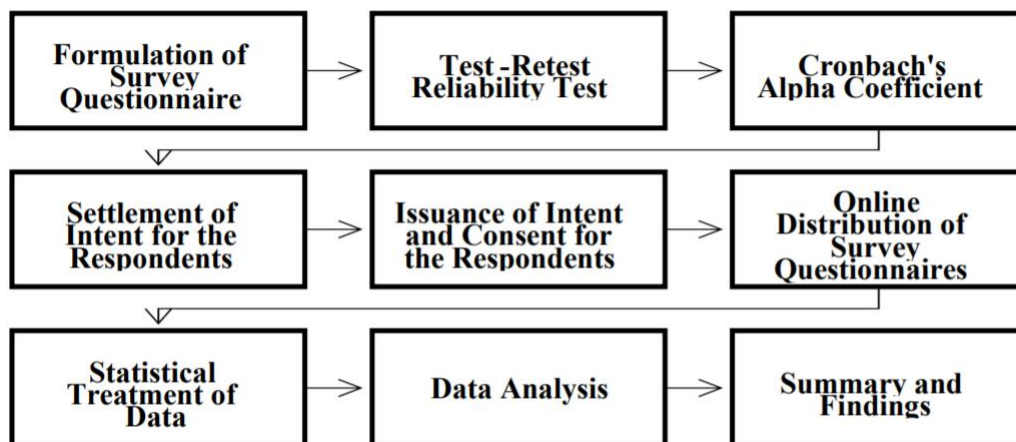
3. Methodology

The sole purpose of this paper is to create a conceptual framework that would analyze the effect of the Korean Wave or the Hallyu phenomenon on the purchasing intentions of the Filipinos— using the literature review as the determinants of the factors and utilizing these to create a framework that would be relevant in the Philippines. Also, the method that will be used for this paper is Multiple Linear Regression. This statistical method examines more than just the inkling relationship and predicts the effect of the Korean wave on the Filipinos' intentions when it comes to their purchases. The researchers need to emphasize how independent variables affect the other, and in this case, how the Hallyu Wave factors, as stated in the literature review, affect the amount to spend, volume, and frequency of the Filipinos when it comes to their buying decisions.

3.1 Subjects and Sites

The research aims to study how the phenomenal Korean "Hallyu" Wave impacts the decision-making behavior of consumers in purchasing products here in the Philippines. Based on some researchers' inquiry, it is stated that the enormous Korean footprints can be found in Metropolitan or Urban Areas since these are the main touchpoints of the encounter between consumers and Korean celebrities/personalities (Korea.Net, 2018). Therefore, the researchers decided to conduct the Online Survey and get eligible informants in Metro Manila, Philippines. The feasible target scope of the survey is 472 individuals who already have an experience of either preferred, attempted, or purchased some products due to the influence of the Hallyu Phenomenon; and are willing to share their insights, feedback, and experiences regarding the topic that could elevate the reliability and efficacy of this study.

3.2 Research Instrument



The researchers utilize Online survey questionnaires as an instrument for the study. And undergo a pre-tested process using 20 respondents and analyzed through Cronbach's Alpha before proceeding, wherein the value should be equal to or greater than .70. This preliminary stage tends to filter out the people who are not exposed to the Korean wave to minimize the error in the Convenience Sampling. Furthermore, there is a preceding question asking whether they have been exposed to Korean products for the past three (3) months; if the answer is no, there is a note asking them not to proceed answering, as their responses have minimal impact on the study. If otherwise, they need to continue answering since their insights are relevant input and missing puzzle pieces for this topic.

3.3 Data Gathering Procedure

After formulating the survey questionnaire, the researchers initially disseminated the instrument to measure the reliability through a Test-Retest evaluation. And the utilization of Cronbach's Alpha Coefficient is evident to measure the internal consistency of the scale and variances used in the survey. The next phase is issuing intent and settlement of consent to the chosen respondents to conduct a thorough survey through various Online Platforms formally. Finally, after collating the data and insights of the informants, a statistical technique called Multiple Linear Regression (MLR) is used to analyze the predicted relationship and value between the extracted independent and dependent variables. Thus, the subsequent portions are intended for actual summary and findings:

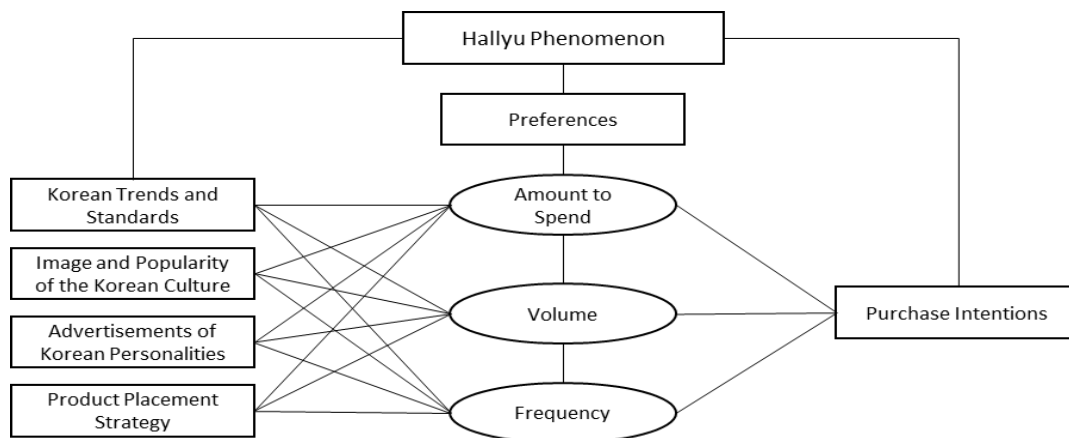
Demography

Age	f	%
20-24	-	60.3%
25-29	-	27.8%
30-above aged	-	11.9%
Gender	f	%
Male	-	19.3%
Female	-	72.4%
Prefer not to say	-	8.1%

Category	Out of 472 Respondents	Percentage
Music	236	49.9%
Drama	116	24.5%
Food	63	13.3%
Fashion	31	6.6%
Film	22	4.7%
Technology	5	1.1%

3.4 Conceptual Framework

It navigates the fundamental variables determining the significant impact of the Korean "Hallyu" Wave on customers' purchasing intentions. As a result, the analytical tool's dependent variables are classified into three categories under preferences: amount to spend, volume, and frequency. These factors rely on the assumed supremacy of Hallyu Wave reflected some aspects, including Korean Trends and Standards, Endorsements of Korean Personalities, Product Placement, and Image and Popularity.



The review of relevant literature (RLL) is the foundation of this paradigm, which states that numerous determinants affect and influence each individual's preferences regarding the amount to spend, frequency of buy, and volume to consider. However, according to the survey results, the only volume has a substantial predisposition to the Hallyu Wave's influence among these three characteristics. When considered separately, the other two factors, such as the amount to spend and frequency, are not entirely affected by this phenomenon. However, as requisites of purchasing inclinations in general, these characteristics are essential in determining its linkages towards the Korean Hallyu Wave's supremacy.

As shown in Figure 1, the proposed conceptual framework indicates the following hypothetical relationships and associations:

- H1: There is significant concordance between Korea's standards and consumers' preferences, affecting their intent to purchase products.
- H2: The prominence of Korean Endorsements with well-known personalities imbue the preferences and purchasing intentions of Filipinos.
- H3: The Korean Wave's Product Placement Strategy has a substantial impact on Filipino preferences, affecting their purchasing intentions.
- H4: The vital connection between the image and the popularity of the Korean Wave and consumers' preferences has an evident impact on their purchasing intentions.

4. Results and Discussion

4.1 Hallyu vs Purchasing Intentions

Model	B	Std. Error	Sig.
(Constant)	1.235	.216	.000
Korean Trends and Standards	.146	.052	.005
Image and Popularity of Korean Culture	.146	.055	.009
Advertisements of Korean Personalities	-.074	.050	.141
Product Placement Strategy	-.080	.051	.115
Dependent Variable: Purchasing Intentions		3.147	

Based on the data collected from the 472 respondents inclined in this topic, the four extracted outcomes of Hallyu Wave significantly impact consumers' purchasing intentions in general. To support the assertion that this relationship exists, the researcher used the formula $PI = 0.146k + 0.146i - 0.074 - 0.080 + \text{constant}$ to calculate purchasing intentions based on the given value of independent variables. Applying the computed mean equivalent of these four Hallyu factors, the value of purchasing power is 3.147. And if this realigns in the questionnaire Likert scale, this numeric result is between 3 and 4, which is a positive determinant that the Hallyu Wave is likely to impact the informants' overall purchasing intentions.

Model	B	Std. Error	Sig.
(Constant)	109%	.194	.000
Korean Trends and Standards	7%	.047	.120
Image and Popularity of Korean Culture	15%	.050	.002
Advertisements of Korean Personalities	-10%	.045	.026
Product Placement Strategy	1%	.045	.761
Dependent Variable: Volume		2.557	

Among the three stated factors of purchasing intentions, volume remains the most significant component on which its value is anchored to the four facets of the Korean Wave. Using the formulated equation, $v = 0.07k + 0.15i - 0.10a + 0.01p + \text{constant}$, the average mean of the respondents' takeaways in their awareness of the respective four forms of Hallyu Wave. With this in mind, the volume extracted is 2.557, which lies between 2 (more than one) and 3 (in bulk). The assumption about the effect of the Hallyu Phenomenon on consumer purchasing volume is valid since, due to this wave, these individuals tend to elevate their volume of purchase to more than the usual and in large quantities.

4.2 Trend Vs Volume

Model	B	Std. Error	Sig.
(Constant)	1.245	0.159	0.000
Korean Trends and Standards	0.104	0.037	0.005
Dependent Variable: Volume		1.692	

The effect of Korean trends and standards on the volume purchased by consumers increases by 1.692, where there is a tendency to buy more than one quantity of a specific product when buying a Korean-related offering

4.3 Popularity Vs Volume

Model	B	Std. Error	Sig.
(Constant)	1.087	0.167	0.000
Image and Popularity of Korean Culture	0.141	0.038	0.000
Dependent Variable: Volume		1.692	

The image and popularity of the Korean culture result in the same effect as the trends where people are most likely to buy more than one because of the image formation of Korean to foreign people.

4.4 Advertisement Vs Volume

Model	B	Std. Error	Sig.
(Constant)	1.632	0.150	0.000
Advertisements of Korean Personalities	0.014	0.034	0.688
Dependent Variable: Volume		1.573	

Advertisements of Korean personalities also increases the volume purchased of consumers by 1.573 only. This implies that Korean personalities add a certain point of credibility to their products while making them more appealing to their customers but is not as effective as how trends and the image of Korea affects their purchasing intentions.

4.5 Placement Vs Volume

Model	B	Std. Error	Sig.
(Constant)	1.443	0.151	0.000
Product Placement Strategy	0.058	0.035	0.096
Dependent Variable: Volume		1.692	

This section discusses the probable impact of the Product Placement Strategy on one of the factors of buying intentions, the volume of purchase of the qualified respondents. The proposed equation is $v = 0.058p + \text{constant}$, where p equals 4.27, the average mean of 4.27 for product placement strategy. The outcome value is 1.692, indicating that when it comes to people's awareness of the product being placed in Korean entertainment platforms like dramas and movies, the intended volume varies from buying only one to buying more than one of the specific Korean products.

4.6 Trends vs Purchase Intentions

Model	B	Std. Error	Sig.
(Constant)	1.242	0.177	0.000
Korean Trends and Standards	0.136	0.041	0.001
Dependent Variable: Purchasing Intentions		1.692	

The effect of Korean trends and standards on the purchasing intentions of the consumers also increases by 1.692. This means that there is a possibility for consumers to buy a certain Korean product and have purchase intentions towards it, especially if it is the current trend and the perfect standard for South Korea.

4.7 Popularity VS. Purchasing Intentions

Model	B	Std. Error	Sig.
(Constant)	1.231	0.188	0.000
Image and Popularity of Korean Culture	0.138	0.043	0.002
Dependent Variable: Purchasing Intentions		1.824	

This table shows that the image and popularity of Korean culture has a significant effect of 1.824 increase to the purchasing intentions of the respondents. This implies that the Hallyu phenomenon and its popularity is a great contributing factor for the intent of consumers to purchase Korean products.

4.8 Advertisement VS. Purchasing Intentions

Model	B	Std. Error	Sig.
(Constant)	1.753	0.168	0.000
Advertisements of Korean Personalities	0.016	0.038	0.674
Dependent Variable: Purchasing Intentions		1.823	

Aside from the image and popularity of Korean culture, Advertisements of Korean Personalities also affect the purchasing intentions of the consumers. This table shows that there is a 1.823 increase, so this means that Korean advertisements have an impact on their purchases, in the same level of Product placement.

4.9 Placement VS. Purchasing Intentions

Model	B	Std. Error	Sig.
(Constant)	1.771	0.169	0.000
Product Placement Strategy	0.012	0.039	0.753
Dependent Variable: Purchasing Intentions		1.823	

Product Placement strategy also has a significant effect on the purchasing intentions because of its increase of 1.823. This means that the products that are placed on different Korean series, movies, and others, also affect the consumers when making their purchase decisions.

5. Conclusion

The Hallyu phenomenon has changed the market for their high-quality products ranging from food, cosmetics, skincare, fashion, films, music, and technology. It continuously thrives, resulting in a developing impact on people's perspectives, especially consumers' buying decisions. This phenomenon is widely prominent and accepted that it creates an effect on the purchasing intentions of consumers, including the amount meant to be spent, frequency, and Volume of purchase. However, this study figures out that among these variables, Hallyu Wave mainly creates a significant impact on the Volume or aggregate consumption and assortment of products that consumers are willing to buy when it comes to Korean products and influence. It is quite

understandable since nowadays, people's online carts and even wishes lists are bombarded and invaded by Korean products (Kim & Chun, 2018).

Meanwhile, among the extracted Korean Wave factors from the related studies, the most influential component is Popularity, which is much anticipated since most individuals are aware and interested in this global sensation. But it is not just because of the Popularity alone but also due to the flourishing trends they are providing and the standards they are setting. It is straightforward for this wave to create iconic creations and attractions, resulting in the next dominant factor, Product Placement. The majority of the products they are placing on different movies and series receive positive recognition and acceptance from the audiences. Thus, all the results entail that Korean Wave has powerful supremacy that can contribute to the decision-making ability of consumers in buying products.

Through these underlying factors, from Popularity, standards, placements, and advertisements, it is evident that the Korean wave is very influential and effective when it comes to the purchase intentions of the Filipinos. It can be noted that everything about the Korean wave has affected the way a consumer behaves, with the number of their purchases, the Volume of their purchase, and how frequently they buy Korean products. This study is able to provide practical information to different businesses and investors. The potential of the Korean products to the Philippines could urge more investors to launch a business that sells Korean products. This is a good initiative since these products are popular and in high demand. And because the Korean wave is very promising to many consumers, especially the Millennials to the Generation Z, it could create more opportunities and ideas for businesspeople in the future.

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