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REFLECTION OF THE HALLYU EFFECT ON TURKISH CONSUMERS' INTENTION TO PURCHASE KOREAN PRODUCTS[1]

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Abstract

Popular culture has become the soft power policy of countries and has been used as an important tool for promoting their own culture in other countries. In this study, it is aimed to investigate the effect of the Korean effect (Hallyu/Korean wave) which is an element of popular culture, which is increasing in Turkey, especially on social media, in parallel with the world, on the purchasing behavior of Korean products along with the country image and cultural proximity. For this purpose, data were collected from 280 people in groups consisting of k-pop and k-drama fans on social media. All three hypotheses formed as a result of the analyzes were accepted as similar to the studies in the literature. As a result of the study, it was revealed that k-pop and k-drama elements and Hallyu effect, country image and cultural proximity significantly affect the intention to purchase Korean products.

Keywords: Popular Culture, Hallyu Effect, Cultural Proximity, Purchase Intention

JEL Codes: M30, M31

HALLYU ETKİSİNİN TÜRK TÜKETİCİLERİN KORE ÜRÜNLERİ SATIN ALMA NİYETİ ÜZERİNE YANSIMASI

Öz

Popüler kültür, ülkelerin yumuşak güç politikası haline gelmiş ve kendi kültürlerinin diğer ülkelerde tanıtılması anlamında önemli bir araç olarak kullanılmıştır. Bu çalışmada günümüzde özellikle sosyal medya üzerinde dünyayla paralel olarak Türkiye'de de artan popüler kültürün bir öğesi olan Kore etkisinin (Kore dalgası/Hallyu), ülke imajı ve kültürel yakınlıkla beraber Kore ürünlerini satın alma davranışları üzerindeki etkisinin araştırılması amaçlanmıştır. Bu amaç doğrultusunda sosyal medyada k-pop, k-drama fanlarından oluşan gruplarda 280 kişiden anket yoluyla veri toplanmıştır. Yapılan analizler sonucunda oluşturulan üç hipotezin üçü de literatürde yer alan çalışmalarla benzer olarak kabul edilmiştir. Çalışma sonucunda k-pop ve k-drama unsurlarıyla Hallyu etkisi, ülke imajı ve kültürel yakınlığın Kore ürünleri satın alma niyetini anlamlı şekilde etkilediği ortaya çıkmıştır.

Anahtar Kelimeler: Popüler Kültür, Hallyu Etkisi, Ülke İmajı, Kültürel Yakınlık, Satın Alma Niyeti

JEL Kodları: M30, M31

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INTRODUCTION

Cultural elements, which we call popular culture, is an element that is rapidly adopted by societies in other countries and can spread rapidly all over the world as a result of digitalization in mass media. Countries want to introduce their own cultures to the societies living in other countries and increase their visibility in this way. For many years, countries spread their own cultures, wars called hard power, economic sanctions, etc. Especially in the post-Cold War period, the concept of soft power was introduced and countries have started to pursue the goal of being recognized by other countries with cultural elements such as TV series, movies and music. As a result of all these processes, the concept of popular culture has gained importance, and this concept has also created significant effects in the field of marketing.

The South Korean influence or Hallyu has started to show its influence all over the world, especially in Asian countries, since the 1990s (Kim, 2007, p. 121). It has been shaped by the popularity of Korean dramas and Korean music by consumers and as a result, the increased interest in South Korea. In 2010, with the enactment of the "Content Industry Support Law" by the South Korean government, the use of this effect as an export item-culture export became more regular (Binark, 2019, p.146). At the same time, "talent agencies" in South Korea are also working systematically to promote South Korean culture and attract attention from the international media. Elements such as Korean pop music (K-pop) or Korean TV series/movies (K-drama), which are also called South Korean popular culture elements, which form the basis of this study, also have an impact on the purchasing behavior of people who consume and follow these popular culture elements. People want to dress like the characters they see in the Korean series and/or movies they follow through television or internet channels, and want to wear make-up just like them, and as a result, the demand for South Korean products in their own countries is increasing.

In the literature review, it was seen that the effects of various popular culture elements on the consumers' intention to buy the products of those countries were investigated. In the article of Rinjani and Rinuastuti, (2019), the effect of South Korean TV series on the purchasing of South Korean cosmetic products by female students at Mataram University was examined, at the same time, the effects of the "country of origin" image were also investigated and the effect on consumers' purchase intentions was examined. It has been emphasized that the "brand image" effect of female students in the university has lost its "brand image" effect after watching Korean dramas and tending to buy Korean cosmetics. In the articles of Lee and Robb, (2019), South African people's tendencies towards South Korean products were examined, and then the "country image" element was also examined by deepening the research. In that study, especially on ethnic groups in South Africa, primarily companies located in South Korea and seeking new markets were targeted. Tjoe and Kim (2016), on the other hand, examined the effect of the Korean Wave (Hallyu)

in Indonesia and the effect of this effect on purchase intention was investigated. In the study conducted with 227 people through an online survey, it was concluded that the consumption of Korean products increased with the spread of the Korean Wave in Indonesia. In addition to these studies, although there are many factors that affect consumers' purchasing decisions, the effects of country image and cultural proximity elements, which are the subject of this study, on the purchase intention of South Korean popular culture elements are also discussed. In the literature review, it was determined that there was no research about this topic on Turkish youth. Also, although Turkey and Korea are geographically distant countries, they are thought to have close cultural values due to the fact that they have common historical memory established with the help of the Turks in the Korean War. Therefore, investigating the effect of cultural proximity variable on purchase intention in the context of Turkish youth will add a novelty to the literature. As a result, the lack of knowledge of the effect of the Korean effect (Hallyu/Korean wave), cultural proximity and country image on the intention to purchase South Korean products of Turkish youth in the context of K-pop and K-drama has created the problem of this research. The aim of this study is to investigate the effects of Hallyu effect, the country's image and cultural proximity on the purchasing behavior of Korean products of Turkish consumers who consume K-pop and K-drama elements.

For the purposes of the research, firstly, after the conceptual framework of the concept of popular culture, Hallyu effect, cultural proximity, and country image was presented, the research method was explained, the research results were discussed, and suggestions were made.

LITERATURE REVIEW

Popular Culture and Hallyu Effect

After the Cold War, when the military (hard) power used by the countries while competing with each other was replaced by the soft power, there were developments in the field of culture industry. The concept of soft power, first used by Joseph Nye, defines the struggle of countries with concepts such as culture and economy when they are in conflict with each other in the international arena. Cultural elements used as soft power also aim to attract the public of other countries and arouse interest in the relevant culture (Nye, 2004, p.120). Hallyu is also used as a successful soft power element by South Korea. On the other hand, Macit (2018) saw the factor behind Hallyu's success as important works that he included in the sense of nation branding by the Korean state, and Hallyu is a strategic element that enables South Korea to promote its own national brand through popular culture tools. Governmental agencies such as the Korean Tourism Board and the Korean Culture and Content Agency utilise “Hallyu” as a consumer cultural product and are a mainstay for tourism on many of their media outlets, especially on-line media (Trolan, 2017). One of the

major steps was to open Korean cultural centers in many foreign countries, which aimed to provide opportunities for experiencing Korean traditions and history through specialized programs for the general public (Rhee, 2014).

Hallyu, which spreads layer by layer like a wave and goes through various developments until the last moment; has been affected by many factors such as political, economic, social and technological and has undergone updates. It has gone through new processes with the digitalization of mass media. For this reason, in order to better understand this process in academic terms, these processes are divided into sub-headings as Hallyu 1.0, 2.0, 3.0 and recently added 4.0. The spread of Hallyu in Turkey between these periods covers the third period, the process that started in the mid-2000s and continued (Yoo, 2019). Yoo (2019) states that the reason why Korean dramas and Korean beauty products are more prominent in the Hallyu trend in Turkey is that the Korean TV series in the Korean Wave have a greater reputation in Turkey and the popularity of Korean cosmetics in the country through these TV series is also increased. For this reason, the establishment of cosmetic websites has become widespread so that consumers in Turkey can access the products more easily. In addition to cosmetic products, consumption of Hallyu popular culture elements has also become widespread in Turkey. As Yıldırım and Göç (2021) explained in their studies, in terms of the extent to which the elements in Hallyu popular culture products spread in Turkey arouse interest, they mentioned that the young people in Turkey like the music in the TV series more than the scenarios and contents of the Korean TV series as Hallyu content. However, with the widespread consumption of these popular culture products, a large Hallyu fan group has emerged in Turkey and these fan groups have started to use social media channels, which are the environment where they can interact with each other, with great care. Hallyu, which has been popularized by the mass media, has moved to social media with digitalization. However, these developments in the field of social media, the rapid spread of Hallyu, have been described as an expected situation because social media platforms speeding up interaction between people (Oh, Chae, 2013).

Cultural Proximity

Cultural proximity is a concept that can accelerate the interaction of societies with each other or enable them to be accepted more quickly by each other. Straubhaar explained cultural proximity as ‘‘..the tendency to prefer media products from one’s own culture or the most similar possible culture’’ (Straubhaar, 2003, p. 85). The origin of the term cultural proximity has been shown as a response to the term cultural imperialism. According to this, especially with the digitalization of mass media, the distribution of cultures and their consumption by other societies have been seen as a cultural imperialism and economically or politically developed countries, the example given among these countries is usually the USA. It has been

evaluated as a domination mechanism that they will establish (Ksiazek and Webster, 2008). However, the spread of South Korean popular culture, which is also the main subject of this study, does not quite fit the definition of cultural imperialism, which is frequently used in the literature. For this reason, there is no evidence that the spread of culture takes place from developed countries to less developed countries, and it is accepted that this situation occurs reciprocally (Ksiazek and Webster, 2008). We can also define the concept of cultural proximity as a sense of common identity and belonging, and the degree of similarity between two countries or societies (Felbermayer and Taubal, 2010 p. 279). This degree of similarity divides societies into social, economic, political, etc. can affect all areas. Cultural proximity not only affects societies in every field, but also affects the extent to which other societies will be affected by the social or political life styles of another society. In other words, it is easy for a society to include an element that they feel culturally close to in their own society. To summarize briefly, cultural proximity explains why the spread of culture between societies, which is accelerated as a result of digitalization in mass media today, does not have the aim of imperialism and why some cultures are adopted more quickly by some societies as a result of an inevitable interaction.

To summarize briefly, cultural proximity explains why the spread of culture between societies, which is accelerated as a result of digitalization in mass media today, does not have the aim of imperialism and why some cultures are adopted more quickly by some societies as a result of an inevitable interaction.

Country Image

As consumers, we want to have information about the products we want to buy before purchasing. Although this is a very natural situation, we expect the service or product we receive to be of high quality and satisfy us, despite the cost we incur for the product we want to buy. At this point, we first consult with our close friends who have used the product we want to buy while exhibiting purchasing behavior. However, there are some products that no one in our immediate environment has bought before, or the complexity of the product is an important obstacle to our perception of its quality. In this case, Onay (2008) defined country image as the concept that plays an important role as a decision maker in the purchase of especially complex products, where the concept of complex is used to mean that a product has a complex structure. For example, since most of the consumers do not know exactly what parts a computer consists of, the most important factor affecting the purchasing decisions is the country of origin of the product. In fact, the concept of country image, which we all know very well, can be defined as establishing a relationship between a product and a country, or a product group produced by any country directly in our minds before purchasing it. According to Kurtuluş and Bozbay (2011) country image is an important variable in terms of the competition of products in the international market. Country image can be understood as “consumers’ general

perceptions about the quality of products made in a given country (Han, 1990, p.24). Another definition, of country image from Knight and Calantone (2000, p.127) is defined as " a consumer's perceptions about the quality of products made in a particular country and the nature of people from that country". The image of the country, which plays an important role in the purchasing decision, is affected by factors such as the people living in the country, social, political and economic factors, but it can also change over time (Onay, 2008). The most obvious examples of country image are; can be given as the matching of technological products with Japan, the car industry with Germany, the fast-food sector with America, the carpet with Iran, and the Turkish delight with Turkey.

METHODOLOGY

Research model and hypothesis

The figural model of the study conducted to determine the effect of Hallyu, country image and cultural proximity on intention to purchase Korean products is shown in Figure 1.

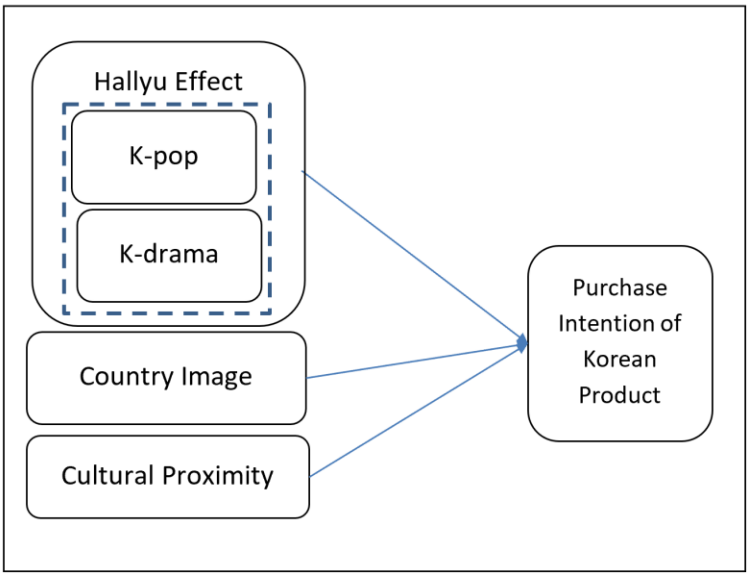

Figure 1. Research model

In the study conducted by Tjoe and Kim (2016), the effect of the Korean Wave (Hallyu) on the consumer purchase intention of the Korean product in Indonesia was examined, and it was also investigated whether the image of Korea would have an effect on the intention of Indonesian consumers to purchase Korean Products. As a result of the study, it was concluded that "Korean Wave", "Ethnocentrism" and "Country of Origin Effect" significantly affect the consumer purchase intention for Korean Products in

Indonesia, while the "Country Image" in the purchase intention does not significantly affect the purchase intention. As a result, they argued that not only the concept of "country image" affects Indonesian consumers' intention to purchase Korean products, but this concept should be strengthened by positive product image and Korean cultural wave. Another study was conducted by Truong (2018), and the effect of Hallyu 4.0, social media, and consumer ethnocentrism on the purchasing decision of Generation C Korean products in Vietnam was the subject of research. The study concluded that Hallyu 4.0, social media and consumer ethnocentrism's intermediate variables, namely trust, attitude, and behavioral intention, affect the purchasing decision.

Based on these studies, which indicate the effect of Hallyu effect on purchase intention, the first hypothesis of the study was formed.

H1: The Hallyu effect significantly affects the intention to purchase South Korean products.

H1a: Consumption of the K-pop element of the Hallyu effect significantly affects the intention to purchase South Korean products.

H1b: Consumption of the K-drama element of the Hallyu effect significantly affects the intention to purchase South Korean products.

Wang et al. (2012), emphasized the effects of concepts such as country image and product image while examining the factors affecting purchase intention. The authors divided country image into cognitive and emotional country image and included them in the study. As a result, it was concluded that the cognitive and emotional country image had different effects on the purchase intention of the product. They argued that cognitive country image influences purchasing through product image and emotional country image have a direct effect independent of the product image. In another study by Vijaranakorn and Shannon (2017), many aspects of country image, cognitive and affective dimensions were developed to evaluate the perceived luxury value and customer’s purchase intention. As a result of the study, it was revealed that the image of the country has both symbolic and emotional importance for consumers. In Lee (2020)'s study, it was investigated how the green country image of Korea was affected by the purchasing intention of the Vietnam Z generation, and as a result of the study, it was found that the Vietnamese Z generation residing in Korea compared to the ones residing in Korea's green country image. It is found that he has a more positive perception of his intention. However, the data of Generation Z living in Vietnam showed that cognitive green country image had an effect on purchase intention. In contrast, emotional purchasing image had a significant effect on green trust. Based on these studies, which concluded that country image has various effects on purchase intention, the second hypothesis of the study was formed.

H2: South Korea country image positively affects the intention to purchase South Korean products.

In the study conducted by Han, Park and Lee (2022), referring to other studies investigating the effect of the Korean wave on purchase intention, they also mentioned that these studies ignore the cultural proximity factor, and in their own study, they investigated the effects of Korean stars and cultural proximity on purchasing behavior. As a result of the study, it was concluded that Chinese consumers were influenced by both the Korean Wave (Hallyu) stars and the cultural proximity factor when purchasing Korean products. It is understood that Korean wave stars and cultural proximity positively and significantly affect on purchase intention.

H3: Cultural proximity positively affects the intention to purchase South Korean products.

Research Method and Sampling

Considering the purpose and scope of the research, a universe was determined to represent all consumers living in Turkey, having internet access and following Korean culture closely. For this purpose, in order to reach the Turkish sample that closely follows Korean culture, a survey link was shared on Instagram and Facebook Korean culture pages. In the survey there is also a filtering question whether the respondent follow Korean culture closely. The sample of the study consisted of 280 people who gave the answer I absolutely agree and agree to the filtering question and gave complete answers to all other questions.

Data Collection Technique and Scales

Although the research method to be carried out changes according to the type of the study, the online survey method was used in this study.

A “Parent Consent Form” was added to the beginning of the survey for participants under the age of 18, and as a result of this approval, participants under the age of 18 were allowed to start the survey. Ethics committee approval was provided by the Anadolu University Research Ethics Committee (13.12.2011, no:230226).

The first part of the questionnaire consists of demographic questions such as age, gender, income, occupation and graduation status of the participants. In the second part of the questionnaire, there are statements about the variables in the research model. The Hallyu effect (k-pop, k-drama elements) variable in the research model is based on 10 expressions from the study of Kim, Lee, Kim (2020). Country image variable is based on the study of Yoon and Lee (2018). The 4 expressions used to measure the cultural

proximity variable were used by Küllü-Sülü (2014) in his study, which was developed by Chen and Starosta (2000) and translated into Turkish by Bulduk et al. (2010) adapted from the scale. The variable of intention to purchase South Korean products was adapted from the study of Yoon and Lee (2018). Response options are given on the basis of a 5-point Likert Scale. A preliminary information was given to each participant before the survey, and their consent was obtained to indicate that they volunteered to participate in the research. In this context, the data collected in December 2019 were coded and analyzed in SPSS 24 statistical software.

RESULTS

The descriptive statistics for demographic and personal questions such as age, gender, education, income, occupation and the size of the city in which they live are given in Table 1 below.

Table 1. Demographic characteristics of participants

Demographic Factor	**Ƒ**	**%**	**Demographic Factor**	***f***	**%**
Gender			**Size of the city**		
Woman	186	67,9	Small city	32	11,7
Man	80	46,7	Middle-sized city	43	15,7
Other	8	2,9	Big city	199	72,6
Education			**Age**		
Primary school	12	4,3	18 <	15	5,5
Secondary school	73	26,6	18-25	118	43,1
Undergraduate	159	58,1	26-33	117	43,7
Graduate	30	11	34-41	16	5,8
			42 >	8	2,9
Profession			**Personal income**		
Public official	46	16,8	1500 TL and less	34	12,4
Private sector employee	103	37,6	1501-2500 TL	35	12,8
Student	95	34,7	2501-4500 TL	53	19,4
Unemployed	30	10,9	4501 TL and more	152	55,5

In the gender distribution of the participants included in the research, it is seen that the density of women is 67.9%. While the most common education level is undergraduate graduates, in the profession distribution where private sector employees and students predominate, and the participants live in big cities

frequently (72.6%), 18-25 and 26-33 age ranges are the most common (43.1% and % 43.7), more than half of the personal income is 4501 TL and above, and 72.6% of participants living in big cities.

Table 2. Descriptive of variables

Variable	Indicator	Standard Deviation	Mean	Cronbach Alpha	Reference
K-Pop	I like K-pop lyrics and melodies (k-pop1)	1,53	3,02	0,951	Kim, Lee, Kim (2020)
	I like the appearance of K-pop artists. (k-pop2)	1,53	2,82		
	I often watch K-pop music videos. (k-pop-3)	1,53	2,97		
	I have purchased K-pop music. (k-pop-4)	1,21	1,89		
	I want to attend K-pop concerts (k-pop-5)	1,69	2,86		
K-Drama	I am very interested in K-dramas. (k-drama-1)	1,49	3,39	0,941	
	I often watch K-dramas (k-drama-2)	1,53	3,07		
	I think the storylines of K-dramas are unique.(k-drama3)	1,38	3,37		
	I get immersed in the acting of K-dramas. (k-drama-4)	1,46	3,12		
	I recommend K-dramas to other people.(k-drama-5)	1,43	2,91		
Purchase Intention	I intend to buy Korean products (Purc_int_1)	1,37	3,55	0,893	Yoon and Lee (2018)
	I will buy Korean products if needed (Purc_int_2	1,16	3,92		
	I will keep buying Korean products (Purc_int_3)	1,38	3,35		
Country Image	Korea has good reputation (Coun_img1)	1,63	3,38	0,846	Yoon and Lee (2018)
	Korea is a reliable country (Coun_img2)	1,70	3,17		
	Korea is a country that has high level of cultural heritage (Coun_img3)	1,14	3,97		
	Korea overall has a good country image. (Coun_img4)	1,12	3,89		
Cultural Proximity	I enjoy interacting with people from different countries. (Cult_prox2)	0,83	4,59	0,729	Chen and Starosta (2000)
	I respect the values of people from different countries. (Cult_prox3)	0,72	4,73		
	I find it easy to talk to people from different countries. (Cult_prox4)	0,80	4,69		
	I have a feeling of enjoyment towards differences between my culturally-distinct counterpart and me. (Cult_prox5)	0,73	4,65		

Table 2 shows descriptive statistics for all variables. In order to measure the reliability of the answers given to the questionnaire, a reliability test is applied to the study. In this study, the reliability of the answers given by the participants was measured with the Cronbach Alpha test. The Cronbach Alpha coefficient varies between 0 and 1. The generally accepted minimum Cronbach Alpha coefficient is 0.7 (Hair et al. 1998, p.118), and the closer this coefficient is to 1, the higher the reliability of the scale. In this case,

according to the measurement results of the Cronbach alpha values in the Table 2. above, it was concluded that the scales are generally highly reliable. This shows that the study constructs all have adequate internal consistency

Explanatory Factor Analysis

The results of the EFA as shown in Table 3 were all above the recommended value of 0.5 (Byrne, 2001). The result of exploratory factor analysis shows 0.943 KMO (Kasier Meyer Olkin) value for all the variables, which does not exceed 1.0 value and is above the commonly recommended value of 0.6 and the Bartlett's test of sphericity had a p-value of less than 0.05 (x^2 =7298,568, df=378, p=0.000) which indicated that an EFA was possible for all constructs (Byrne, 2001). Therefore this result signifies an appropriate factor analysis value for the study. In the analysis, it was seen that there were 5 factors with an eigenvalue above 1 and these factors explained 76,881% of the total variance. The factor analysis results of the scale are given in Table 3.

As a result of the explanatory factor analysis, an item related to cultural proximiy was excluded from the analysis because it was loaded on a different variable and with a low coefficient. In order to determine whether the resulting variables showed a normal distribution, the skewness kurtosis values of all variables were examined and it was accepted that the skewness kurtosis values of all variables were between -1.5 and +1.5 values, and therefore showed a normal distribution (George and Mallery, 2012).

Table 3. Rotated components analysis

	Dimensions					
Indicator	**1**	**2**	**3**	**4**	**5**	**% Variance Explained**
k-pop3	,814					47,19
k-pop-4	,779					
k-pop-5	,756					
k-pop-2	,746					
k-pop-1	,718					
k-drama-1		,844				12,29
k-drama-2		,780				
k-drama-5		,775				
k-drama-4		,773				
k-drama-3		,743				
Purc_int_1			,801			8,13
Purc_int_2			,789			
Purc_int_3			,694			
Cult_prox1			,567			
Coun_img4				,827		5,04
Coun_img3				,805		
Coun_img2				,727		
Coun_img1				,696		
Cult_prox4					,879	4,21
Cult_prox3					,874	
Cult_prox5					,859	
Cult_prox2					,797	

Extraction Method: Principal Component Analysis
Rotation Method: Varimax with Kaiser Normalization.

Testing hypotheses

After the validity and reliability analyses of the data and normal distribution assumptions were provided, regression analysis was started in order to determine the relations between the variables and to test the hypotheses.

Table 4. Pairwise correlation values

Independent Variables	K-drama	K-pop	Country Image	Cultural Proximity
K-drama	1	,742*	,736*	,451*
K-pop		1	,665*	,395*
Country Image			1	,512*
Cultural Proximity				1
*** p<= 0,01 düzeyinde anlamlı**				

Before starting the regression analysis, multicollinearity evaluation is the first step. This procedure is necessary to ensure that the coefficients estimated by regressing the independent variables on the dependent variable are not biased One of the indicators of the multicollinearity problem is the correlations of 0.80 and above among the independent variables (Kumari 2008, p. 91). When the correlation values between the independent variables in Table 4 are examined, it is seen that the highest value is 0.742, so the correlation values indicate that there is no multicollinearity problem in the model. Another indicator of multicollinearity is that the Tolerance value is less than 0.10 and the VIF value is greater than or equal to 10 (Çokluk et al. 201, p. 35). Tolerance and VIF values for the independent variables in Table 5 indicate that there is no multicollinearity.

Testing whether there is autocorrelation in the model is performed with the Durbin Watson test. Generally, a D.W test value of around 1.5 – 2.5 indicates no autocorrelation. In analysis, D.W. As can be seen in Table 5 the test result is between 1.5 and 2.5 values, so there is no autocorrelation.

Three separate regression analyzes were performed to test the three hypotheses.

As can be seen from the Table 5, for the test of the first hypothesis, K-drama and k-pop variables were analyzed as independent variables and purchase intention as the dependent variable, and it was revealed that the independent variables affected the dependent variable positively and explained 26% of the total variance. In the regression analysis conducted for the test of the second hypothesis, country image was considered as the independent variable and purchase intention as the dependent variable, and it was revealed that the independent variable affected the dependent variable positively and explained 48.5% of the total variance. In the regression analysis conducted for the test of the third hypothesis, cultural proximity was considered as an independent variable and the purchase intention as a variable, and it was found that the independent variable affected the dependent variable positively and explained 3.4% of the total variance.

Table 5. Regression analyzes

Model	Beta	Std. Err.	Std. ß	t	Tolerance	VIF	R^2	p	Durbin Watson
Constant	2,237	,141		15,824					
K-drama (Independent)	,244	,061	,302	3,834	,449	2,228	,262	,000	1,121
K-pop (Independent)	,236	,062	,290	3,999	,449	2,228			
Purchase Intention (Dependent)									
Constant	1,105	,164		6,747					
Country Image (Independent)	,689	,043	,698	16,063	1	1	,485	,000	1,864
Purchase Intention (Dependent)									
Constant	1,193	,513		2,325					
Cultural Proximity (Independent)	,352	,109	,192	3,235	1	1	,034	,000	1,34
Purchase Intention (Dependent)									

CONCLUSION AND DISCUSSION

This research revealed the effect of Hallyu effect (k-pop and k-drama), country image and cultural proximity on the intention to purchase Korean products in the context of a quantitative research conducted with 280 consumers who are members of Korean fan groups in social media living in Turkey.

The Hallyu effect, country image and cultural proximity which is discussed in the study, has been added to the research model as variables in many studies conducted in different consumer groups that try to predict the purchase intenttion of Korean product (Han, Park and Lee 2022; Lee, 2020; Vijaranakorn and Shannon, 2017; Wang et al. 2012, Tjoe, Kim, 2016; Truong, 2018). According to the findings of the research, k-pop and k-drama elements of Hallyu effect, country image and cultural proximity affect the purchase intention positively. The finding that the Hallyu effect affects purchase intention positively and significantly is supported by the studies of Tjoe and Kim (2016) and Truong (2018). The finding that country image has a significant positive effect on purchase intention was found by Wang et al. (2012) paralleled the work of Vijaranakorn and Shannon (2017) and Lee (2020). The finding that cultural proximity affects purchase intention positively and significantly parallels the studies of Han, Park, and Lee (2022).

The main contribution of this study to the literature is that for the first time in the literature, the Hallyu effect, country image and cultural proximity were investigated as factors affecting Turkish consumers' intention to purchase Korean products. With the increasing awareness of South Korean products in Turkey, this study has some practical implications and provides useful data for brands that have not yet entered the Turkish market. People follow Korean popular culture elements with more interest and create a positive perception towards Korean products. Unlike the studies on South Korean popular culture elements in the literature, this study deals with the perception of Turkish consumers about Korean products or how effective K-drama and K-pop elements are in purchasing Korean products. In this research conducted on Turkish consumers, it was concluded that South Korea was met with a positive perception in terms of both country image and product quality. It is also discussed how South Korean cultural elements are successfully involved in cultural export as a soft power. At this point, this study will be useful for people who want to take the South Korean model as a base, although some studies in the literature examine how TV series, movies and digital content in Turkey can take place in other country markets as cultural exports. At the same time, as we can see in the South Korean model, unlike the fact that only Turkish TV series or films are involved in the cultural export, the fact that pop music is an export item with its stage performances and the attractiveness of its lyrics can set an example for Turkish pop music.

The present study had its limitations. First, this study was carried out through the survey link shared on social media and forums between January 2022 and March. Due to the limited time, only online environments and a sample with a certain demographic structure were selected. Second, since the sample size was not large, it was somewhat difficult to generalize the research results. Therefore, in future studies, it is necessary to increase the size of the sample in order to generalize the research results. Finally, despite the fact that there were various preceding factors that could affect the purchase intention of Korean products such as materialism, ethnocentrism, country of origin and satisfaction with Korean Wave contents, these factors were not sufficiently controlled in this research model. In future studies, it will be necessary to include various variables in the model that may affect the purchase intention of Korean products.

AUTHOR STATEMENT

Researchers have jointly contributed to the article. Researchers have not declared any conflict of interest.

A "Parent Consent Form" was added to the beginning of the survey for participants under the age of 18, and as a result of this approval, participants under the age of 18 were allowed to start the survey.

Ethics committee approval was provided by the Anadolu University Research Ethics Committee (13.12.2011, no:230226).

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