

# **When Storytelling Attracts Love, Mood and Perceived Enjoyment that Triggered Purchase Intention for Products in Korean Drama**

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## **ABSTRACT**

When many people predicted that K-Wave or well-known as Hallyu Wave (Korean cultures euphoria) would only be a fad, it seemed that in Indonesia it has only become stronger from day to day. It is so easy to find many Hallyu Wave influences in Indonesia such as in Korean Fashion styles shops, Korean stuff online-shop, Korean Restaurants or Korean Franchises everywhere in Indonesia especially in big cities such as Jakarta, Surabaya, and Medan. The opportunity to open many Korean-themed businesses in Indonesia has become larger too. The first Hallyu Wave that has influenced many people is their Drama Series (besides the K-Pop). People know it as K-Drama. It is also a common thing to find at some of the prominent TV channels' in Indonesia to put some Korean Drama to fulfill the demand of K-Drama lovers. Not to mention the product placements in K-Drama also becoming a new business opportunity in Indonesia. There are many products such as smartphones, cars, F&B, merchandises related the story (such as plush toys, key chains, accessories, etc.), etc. are being purchased because of the influence of it. This research aims to find out the trigger of the customer purchase intention. Storytelling also plays a big part in influencing the customer and embracing them in many ways. It also attracts mood, the enjoyment that they perceive and love for K-Drama. The respondents will be the millennials who are really into with K-Dramas and regularly watch it every week. There are 100 respondents who are based in Surabaya.

Keywords: Storytelling, Love, Hallyu Wave, Behavioral Marketing.

## **1. Introduction**

Storytelling is the way how people want to share anything that would educate or transform the knowledge to others by persuaded people with the story. Everyone needs a story to share. They love to have their own scenario in their life and couldn't resist it especially if you have a good story. What makes a good story? A good story is about how people tend to enjoy the excitement during the processes where the protagonist struggle between expectation and reality with all the conflicts within it. This matter makes people tend to shape their own mood while or after watching the storytelling (Fryer, 2003) Mostly to get attached people tend to like a story which will stay long-lasting in their memories and influenced their mood. It called the power of storytelling. The good story will stay in your brain and perceived enjoyment of the story will excite people about it. Moreover, it will capture people's heart which it means people will in love with the story. It happened because as social creatures, we

are in love with the interaction. And the storytelling will mold it and make you how you change your attitude, belief, and behavior based on the story that you see or hear (Zak, 2014).

Then, why people tend to love K-Drama? The storyline that they offer mostly similar what many people experience in their life. As an example, *Misaeng* is the story of the salaryman in Korea. And somehow, the upside down what the protagonist experienced is also what most people feel too. Not forget to mention, the story still offers you some hope about anything in this life. It's about how people see the world more positively when mostly the circumstances are insanely nasty (Ko, 2005; Wei, 2016). The delicate, great plot, beautiful pictures, and the good actors also embrace people to be bonded with K-Drama. This epidemic is known as *Hallyu* (Korean Wave) where people tend to attached with any product such as culinary, film, music, fashion and many more that originally from South Korea (Visser, 2002 as cited in Briandana & Ibrahim, 2015, p. 47).

Somehow, this K-Drama fever still goes on in Indonesia and one of travel blog offers how the people will recreate what happened in K-Drama so the people will experience the scenes in K-Drama too during their vacation in South Korea (sweetscape, 2017). In brief, this research aims to find out does the K-Drama storytelling will influence the mood, perceived enjoyment, and love. And does it influenced the K-Drama lovers to purchase intention of the products in K-Drama especially for the youngster adult in Surabaya city, Indonesia?

## **2. Literature Review**

### **Storytelling**

A storytelling means to tell a story where its closely tied (Fog, 2010). For this research, its closely tied into the K-Drama. It has message, conflict, character, and plot that could relate with the audiences (Fog, 2010). Based on Schank (1999) the memories that the people has basically tell the story in their mind. For the K-Drama itself, people tend to love it since it tells the story which no longer obligated to speak only about them but also shown the global aesthetics, art and commercialism and hybridity it with their own culture to emphasize and deal with Hollywood or western TV shows (Paquet, 2010; Kim, 2011 as cited in Kim, 2013, p. 10). In Indonesia itself, rather than the comparison between the western and east, it could be the unfamiliarity with foreign media (which is *Hallyu Wave*) such as K-Drama probably increase the

fascination with pleasure gained from them (Hagiwara et. Al., 1999, as cited in Lee, 2017, p.3). K-Drama also as one escapee from the routinity and brought the enjoyment and feelings of love while watching it ( Chua & Iwabuchi, 2008, p. 93). Somehow it is also take a part of the mood changes during or after enjoy and watch the K-Drama (Chua & Iwabuchi, 2008, p.147).

### **Mood**

According to Watson & Clarck (1994a) as cited in Ekkekakis (2013, p. 35) mood is the feeling or affect after some experiences and resulted some kind of moods. It could be positive or negative depends the subjectively measurement that the people gained. Regarding to Ekkekakis (2013, p.45), mood shares with emotion that stems from an appraisal such as where the story entangled with the audiences. The mood also will be given to imply how the people will act based on their feel either it is sad or happy for doing something in the future. Mood states also engaging people to have an intention for purchasing or buying whatever they want or being engaged one (Youn & Faber, 2000).

### **Perceived Enjoyment**

Perceived enjoyment refers to an extrinsic motivation in which extent of using technology is perceived be personally enjoyable (Davis et al, 1992; Webster & Martochhio, 1992 cited in Brahmana & Brahmana, 2013). In Indonesia itself, although you could find many K-Drama in television, especially Millenials, they tends to see their K-Drama by using the gadget for catch up the series. The liking of enjoyment for the K-Drama could be the contradicts the characters processes during the story how the villain being punished and the protagonist being succeeded. It is exactly the same such as the Affective Disposition Theory (Zillman, 2000 as cited in Kleemans et. al., 2016, p. 16). The perceived enjoyment is also motivate people how they will confirmed their intention to use or buying the product (Chung et. al, 2017, p. 82).

### **Love**

Love is the set of mixed components where the triangular of it will has three elements that are *Intimacy*, *Passion*, and *Commitment* (Sternberg, 1986). It possible to implement in K-Drama where Intimacy means the emotional which the audience

could feel closer with the story. The part where is people involve with the emotional relationship. Passion is about how the audience getting attracted by the sexual appeal, romance and physical attraction of the characters. Commitment refers to relatively stable connection and relationship with the K-Drama. These elements could be adjust into the loving of K-Drama where people highly related to one another (Baumeister & Bratslavsky, 1999, as cited in Sorokowski et. al., 2017). There is a possibility the love will bring the intention to buy or purchase of the products in K-Drama.

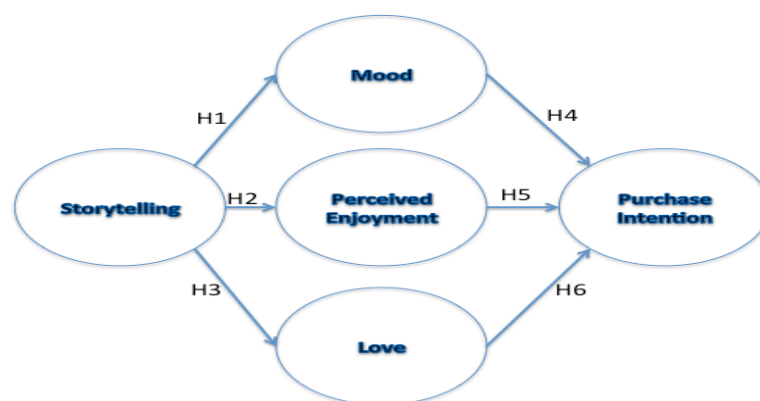
### **Purchase Intention**

Customer has their ability to predict significantly of their purchase behavior refers to purchase intention (Fishbein & Ajzen, 1975 as cited in Wang et. al. , 2017). Purchase intention is also known as how someone willing to buy specific brand or product (Vanwesenbeeck, Ponnet & Walvare, 2016). It means that the possibility of the K-Drama could influence them to buy or purchase something that related in the story.

### **Hypotheses**

Based on the literature review as explained, the hypotheses will be:

- H.1.* The storytelling influenced and impacted the mood.
- H.2.* The storytelling influenced and impacted the perceived enjoyment.
- H.3.* The storytelling influenced and impacted the love.
- H.4.* The mood influenced and impacted the purchase intention.
- H.5.* The perceived enjoyment influenced and impacted the purchase intention.
- H.6.* The love influenced and impacted the purchase intention.



**Figure 1. Conceptual Model of Research**

### **3. Research Design**

This research examine how storytelling as an awareness with the theory of planned behavior (Fishbein & Azjen 1975) collaborate with the love scale (Sternberg, 1997) to find out what make people tend to decide what product that they intent to buy. This research pursues the millenials where they are really quick to adapt any new cultures and smart to think what is fit and not fit to them. The entertainment should be embraced them by their story and influenced them to has intention to purchase. The area will be chosen in Surabaya, which is the second big city in Indonesia and has a large population of millenials and many Korean influenced in this city. The sampling is purposive sampling who are 100 people. The respondents are 31,9 % are Male and 68,1 % are Female. The questionnaire was distributed by Google Form and broadcasted by social media application and some of it were directly to meet face to face. The storytelling will analyze to elements which are conflict (X1.1 – X1.3) and the character in the story (X1.4 – X1.6). It chose because these elements mostly influenced the audiences. The respondents mostly from age 18-24 years old approximately 90% and 5 % from age 13 – 17 years old . The rest 5 % are from age 25 – 37 years old. The occupation mostly are students of university and has the expenses per month around IDR. 1.000.000 until 8.000.000. The respondents should be watch the K-Drama at least 3 months lately. The respondent who did not meet the requirement were automatically eliminated since we want to see the effect of storytelling in K-Drama.

### **4. Results and Discussions**

Mostly all of respondents watched the K-Drama using the gadgets such as laptop or their smartphones around 99%. They usually see the movie by the website or the application that they found easy to access such as VIU, DramaTribe, and many more. Since there are many students as our respondents, we also asked how much money that they willing to or usually to spend for every month to watch the K-Drama. Mostly the answer will be started from IDR. 100.000 until 250.000. Somehow it looks so small amount considered the bytes that they need to watch the movie. Later on, they also filled that usually they will use Wi\_Fi in their dorm or house where they are getting it freely or already included as the facility in their house or dorm. The time that they usually to watch are at the night or midnite because those time where they have no schedule to do. Mostly they will start to see it at 10 PM until later. From the

results of the questionnaire, we conducted a structure analysis using Smart-PLS 3. As we can see at below in table 1, the outer loading valued higher than 0.5 and also in table 2 at below we could see the value of discriminant validity are over 0.5 which means that the variable are valid and reliable (see table 3) where the amount also over 0.5. This means that the questionnaire is proven reliable and valid.

	Love	Mood	Perceived Enjoyment	Purchase Intention	Storytelling
X1.1					<b>0.624</b>
X1.2					<b>0.743</b>
X1.3					<b>0.695</b>
X1.4					<b>0.794</b>
X1.5					<b>0.773</b>
X1.6					<b>0.785</b>
Y1.1		<b>0.730</b>			
Y1.2		<b>0.781</b>			
Y1.3		<b>0.847</b>			
Y1.4		<b>0.848</b>			
Y1.5		<b>0.914</b>			
Y1.6		<b>0.900</b>			
Y1.7		<b>0.808</b>			
	Love	Mood	Perceived Enjoyment	Purchase Intention	Storytelling
Y2.1				<b>0.832</b>	
Y2.2				<b>0.789</b>	
Y2.3				<b>0.818</b>	
Y2.4				<b>0.772</b>	

Y3.1	<b>0.802</b>
Y3.10	<b>0.901</b>
Y3.2	<b>0.717</b>
Y3.3	<b>0.817</b>
Y3.4	<b>0.821</b>
Y3.5	<b>0.736</b>
Y3.6	<b>0.822</b>
Y3.7	<b>0.839</b>
Y3.8	<b>0.904</b>
Y3.9	<b>0.878</b>
Z1.1	<b>0.758</b>
Z1.2	<b>0.836</b>
Z1.3	<b>0.797</b>
Z1.4	<b>0.808</b>
Z1.5	<b>0.837</b>
Z1.6	<b>0.837</b>
Z1.7	<b>0.870</b>

**Table 1 . Outer Loading**

	Love	Mood	Perceived Enjoyment	Purchase Intention	Storytelling
Love	0.826				
Mood	0.592	0.835			
Perceived Enjoy...	0.538	0.748	0.803		
Purchase Intention	0.709	0.416	0.428	0.821	
Storytelling	0.406	0.536	0.541	0.310	0.738

**Table 2. Discriminant Validity**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Inflation Factor
Love	0.947	0.952	0.955	0.682
Mood	0.927	0.940	0.941	0.697
Perceived Enjoyment	0.817	0.822	0.879	0.645
Purchase Intention	0.920	0.926	0.935	0.674
Storytelling	0.832	0.843	0.877	0.545

**Table 3. Composite Reliability**

	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics ( O/ST)	P Values
Love -> Purchase Intention	0.696	0.703	0.084	8.299	0.000
Mood -> Purchase Intention	-0.081	-0.087	0.142	0.569	0.571
Perceived Enjoyment -> Purchase Intention	0.114	0.117	0.113	1.009	0.315
Storytelling -> Love	0.406	0.431	0.084	4.811	0.000
Storytelling -> Mood	0.536	0.556	0.070	7.618	0.000
Storytelling -> Perceived Enjoyment	0.541	0.562	0.076	7.085	0.000

**Table 4. Hypothesis and Correlations**

At the table 4, we could see that storytelling are impacted the mood, love and perceived enjoyment while the audiences watching the movie. It shown that T-Statistic are over 1.96. It means a good story will develop us to entangle the feeling and attach more in enjoyment while watching the K-Drama. Somehow it also created a love for the K-Drama itself. Because of that kind of love, so the audience tends to have the intention to purchase the product or anything that related with K-Drama. But for the mood and perceived enjoyment itself, it does not necessarily give them the effect to have an intention to purchase the product that related with K-Drama.

## 5. Conclusions and Limitation of Study

This research concluded that mostly Surabaya Millenials who are mostly the students are willing to buy the product that related with K-Drama if they have a high love attachment with the storyline. They really do enjoy and lifted their mood while watching it yet it does not mean that they will want to have a purchase intention into K-Drama products. Once again, this research should be deepen to do again such as do they really have a fandom for the K-Drama or the beliefs that they chose, tradition, or culture should be to dig deepen for the next research.



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