ABSTRACT

This paper investigates the reasons for purchasing K-pop products (products which K-pop bands presented or used) by Thai consumers. Also, the factors that most influence final consumers’ decisions in the Thai cultural context. This study also further explores how K-pop bands are symbolically important for Thai consumers’ self-image. The benefits of this research will affect K-pop as well as non-K-pop agencies, marketing managers, and production companies. Purchase intentions, without trust can be created due to many variables. Such results could establish appropriate marketing strategies in response to the issues corresponding to the new generation’s decision to purchase in the future. A total of 542 Thai people nationwide, whose age started from 21-44 years old who had purchased K-pop products at least once, completed the survey online, and are the target respondents. An exploratory mixed method designed by Creswell (2007) was applied to test all three hypotheses. One original contribution is about the relationship among trust in recommendation agents (RAs) and trust in RAs’ product recommendation towards the intention to purchase. The results show that customers trust in RAs’ product recommendations received by trust in RAs which have a positive effect on the intention to purchase based on RAs (K-pop bands) when consumers have trust in RAs. Moreover, K-pop products greatly affect the intention to purchase based on RAs. This result can explain that consumers pay intention in products which they want to purchase more than the recommendation agents of products. Trust in recommendation agents is the one of factors which makes consumers know about the products and can prove products’ quality by recommendation agents. The positive relationships between the proposed factors (trust in recommendation agents, trust in RAs’ product recommendations or products which RAs use) and the intention to purchase based on RAs have been confirmed. Still, consumers’ intention to purchase could be higher if marketers tried to increase the value of these factors. Such a strategy would be beneficial to improve consumer retention rates and could help companies sustain growth and profits. Moreover, we should analyze other more K-pop bands to prove this result in the future.