

CHAPTER II

LITERATURE REVIEW

2.1. Theoretical Review

2.1.1 Korean Pop

Psy was the first Korean artist that debut his career as the global pop star with his hit single Gangnam Style in 2012 (Billboard, 2018). Formerly, there were also other boy and girl groups from Korea that have entranced a massive number of young Asian and European fans. They were rushed to quickly sold out live concerts and/ or YouTube for instant and free access to music videos but not as successful as Psy. If we see from the root, Korean culture was firstly known because of their Korean Drama in around 2002. Their first drama series called Winter Sonata was first aired at Korean Broadcasting System (KBS) and became an overnight sensation not only in Korea but also in Japan. It was presumed to be signaled for many the beginning of the Korean Wave. Besides, the joint hosting between Japan and South Korea of the 2002 World Cup also becoming the reason people start to recognized the Korean culture.

These past years, K-Pop is like a never-ending story people from around the world which are now constantly discovered this genre. With the help of Internet, K-Pop is aggressively entering the global industry. People do not only enjoy the music but also K-Pop's star show their significant

fashion style and people surprisingly adapt to this style. As the investigation from BBC 1 Radio (2018), it discovered that Korean fashion is different than the other styles. In every performance the K-Pop star is required to wearing fashionable outfits and even their airport outfits are becoming something essential. Korean fashion observer once said in the interview that it is possible that they only use one outfit for once in the lifetime. This proves that there are so many factors that driven this K-Pop into the global topic. K-Pop is one of the music that can make everyone dance and bounce every time they listening to the music. No matter if you are a fan or just a person who really enjoyed every music, K-Pop sounds perfectly attractive.

These are the few examples of K-Pop group that has so many global achievements;

- a. BTS, K-Pop popularity can be seen from many collaborations which progressively happened in 2018. US DJ-Producer, Steve Aoki, happened to make a music with BTS. A song called “Waste It on Me” is successfully become obsession for the BTS Army (popularly known as the fans of BTS). Steve Aoki also recognized helping the group in the making of their third album “Love Yourself: Tear” and it became the first K-pop album to top the US albums chart in May 2018 (Billboard, 2018). This achievement is making BTS as the group with the highest-charting act in Asia. The newest accomplishes achieved by BTS is their pre-order album that has reached the most ordered album in Amazon. After a week from their

pre-order album date, its third album is finally dropped and become another sensational thing in almost every single continent. Its song called “Boys with Luv” has added another International collaboration with US Singer, Halsey.

- b. BLACKPINK, this girl group was mentioned as the first girl group that successfully entered the International music chart. BTS is not the only one who has a collaboration with global artist, girl group BLACKPINK also have a collaboration with Dua Lipa—known as the UK female solo artist. This collaboration with Dua Lipa “Kiss and Make Up” straightly appears on the Billboard chart, at No. 93 on the chart dated November 3. Not only that, BLACKPINK also announces its first US Tour in 2019 and it driven the fans crazier. Just before the Blinks—fans of BLACKPINK were moved on from this excited announcement. On April 4 this girl group release their Music Video called “Kill this Love”. “Kill this Love” music video, in the first day of its release has reached 56.7 million views. This was an accomplishment for BLACKPINK. Its become Youtube’s top 10 debuts in 24 hours and it beats the previous record from Ariana Grande “Thank you, next” album (Forbes, 2019). "Kill This Love" music video's huge consumption precedes the historic US promotions beforehand its North American leg tour begin.
- c. EXO, it begins its first debuted in 2012 which was found by SM Entertainment. This boy group is quite popular and it is called as the

King of K-Pop. Its popularity often makes them become the most trending boy group in social media. EXO has accomplished so many achievements in its career. EXO's 5th album called "Don't Mess with Tempo" became the first K-Pop group that entered the Billboard Artist 100's top 10 alongside with their fellow group, BTS. EXO successfully reached the chart No. 23 on the Billboard 200 with the total 23,000 units (Billboard, 2018). Its comeback album was celebrated with the release of its own Instagram filter. This makes EXO become the first K-Pop artist that has its own Instagram filter with their "Love Shots" music on it.

d. iKON, Korean boy group have the same K-Pop management powerhouse with BLACKPINK, which is YG Entertainment. iKON starts their debut in 2015 with its album entitled "Welcome Back" (iKON's Debut, 2018). Alongside with its debut, Billboard announces that iKON became the "Top 5 K-Pop Artists to Watch in 2015". The newest accomplishment is its US debut in early 2019.

One of iKON's member Jung Chanwoo became the new Fortnite skins.

All these achievements have showed global music industry started to accept the Korean wave. K-Pop become the number 1 topics in the Internet recently. Headline news about K-Pop can easily found in every social media platform. The successful of this wave cannot also be separated from the fans, who are always there to support the progress of K-Pop.

Music is universal language. People are wondering why the K-Pop music can become as big as now. Language is not the barrier, as long as it sounds catchy and people can enjoy the music not only focused on the lyrics. Like any other music genre, Korean pop music is a musical genre created with South Korean culture that is offered by a variety of audiovisual elements and also influenced by comprises dance-pop, pop ballad electronic, rock, hip-hop, modern blues and R&B. In order to make it different, the Music creator is constantly keeping the authentic culture of Korea.

2.1.2 Relationship Marketing

Relationship marketing was first discussed in conference publication at an American Marketing Association services marketing conference (Berry, 1983) and an influential paper in the Harvard Business Review (Levitt, 1983). Over three decades since the conference, relationship marketing keep being discussed and it can be seen from the amount of journals in Google Scholar that discussed a lot about this topic. It has been proved that relationship marketing is the foundation of organization to achieve their successful.

Relationship marketing stands for all activities in marketing that will be directed toward establishing, developing, and maintaining successful relational exchanges (Morgan and Hunt, 1994). According to Kumar *et al.* (2011), it is the strategies that build customer relationships, enhance sales

and profit over time, especially when sellers adopt these strategies before competitors and when competitive intensity is high. Besides, in relationship marketing there are steps to achieve success such as, the development of strategies to build relationships with customers. Later, this development can maintain customer over the long-term relationship. This process can also add value. Berry & Parasuraman (1991) and Kotler (1994) stated that the aim of relationship marketing is to create customer loyalty on the basis of customer satisfaction. Thus, mutual benefits for both company and customer are possible.

The basic concept of marketing is to identify and satisfy customer needs. These were also applied in RM, where the manager has to identify the needs in the music market. By identifying the market, it can be the access to a never-ending debate concerning the influence of record companies on the music demand.

Morin (2018) stated that in his TEDxLaval, the upturn of technology and internet has pushed the customer to have better engagement with the brand. Nowadays, key point is held to bring the brand closer to the people by changing the focus from product to people. In order to achieve the successful of relationship marketing. There are three components such as connection, know and trust.

a) Connection—Company needs to start thinking to engage with their customer through their emotional level. It is important to make the customer feel about the brand.

b) Know—know the customer better starts with the basic what they want, what they need and what their demands. In this era, it is pretty easy by using digital DNA. Using this method, the company can deliver their value with the right message, the right timing and to the right customer and channel. Since each of customer have a different personality, as a company it is necessary to work on each customer uniqueness. Company also needs to communicate with their customer in individuals so it will help to bridge on relationship between brand and customer.

c) Trust—trust is something that need to be maintained and developed. Company can earn trust by delivering value that must be marvelous experience, interesting, entertaining not only giving the customer benefits such as discount and coupon. The customer needs the extraordinary value so that they can feel the experience.

As discussed before, manager cannot leave behind the customer behavior which is important to understand each customer's personality. There are varieties of emotions such as liking, involvement, affective commitment, brand trust and brand love. Those varieties can affect human relationships and attachment that later characterize customers' feelings toward specific brands (Thomson *et al.* 2005). Besides, a central tenet of self-determination theory consists of three innate psychological needs that are essential for optimal functioning (Deci and Ryan, 2000) such as:

- (1) autonomy—need to perceive origin of source of one's own behavior;

(2) relatedness—need to feel connected with others; and

(3) competence—need to have an effect on one's outcomes and surroundings.

From the marketing point of view, there are many forward-thinking brands that have already recognized their customers' passions. Music marketers provide experiences to reinforce the links among themselves and the customers are one of the strategies done by the intelligent marketers rather than only sell messages alone. Clearly, brands have an advantage in customer involvement and commercial metrics for music and culture. The key is to always know the customers passion in the market. With the help of Internet, it is easy to find the data of most likeable music or genre these days. There will be always a chart to show the percentage of music genres such as Rap, Hip-hop, R&B, K-Pop and others. The marketer should deliver the value as unique and pleasant way for the customer to enjoy the music.

2.1.3 Vanity Traits

The terms of vanity has been used in physiology, philosophy, sociology as well as customer behavior. Whereas vanity means excessive pride in or admiration of one's own appearance or achievements. In line with the definition, vanity has four separate trait components as follow:

(1) a concern for physical appearance— the way someone looks is more important than any other factor. Human's appearance is the

first thing that can be judged or commonly called as the first impersonate.

(2) a positive view of physical appearance— whereas it implies that other individuals think one has a charismatic physical appearance.

(3) a concern for achievement— it has tendency to attract human's achievement or skill that they have.

(4) a positive view of achievement— whereas other people think and/or a successful achievement that has been achieved.

Human physical appearance typically is used for fascinated customer in the advertisement. Indeed, companies attempted to maximize this prospect. Thus, their advertisement can be more remarkable. The right of choice model/artists is able to boost the sales. According to the study, human beings tend to be self - examined and evaluate their appearance to make them feel satisfy and fully self - assure (Schouten, 1991). It has proven from the survey from the Pew Research Center in December 2017 reported on gender issues. Both of women and men were considering physical appearance because it is important. The report found that more than 4,500 Americans believed that society values were mostly on women and men are physically attractive and the rest are intelligence, hard work and competence (Milligan, 2017).

2.1.4. Variety Seeking

Variety seeking is known as the reason for customer to switch from one brand into another brand. This behavioral was firstly get attention in research field related to the hedonic motive in customer consumption. The desire to check out other brands or product will always come to the customer's mind. Basically, customer only wants something that is best for themselves.

Variety seeking is a result of the need for an optimal level of stimulation that suggests the presence of two countervailing forces. However, there is no indications of what causes stimulation levels to drop has been undertaken beyond the usual references in the literature to "boredom," "satiation," and "curiosity." It has proven that a stronger conceptualization of variety seeking could emerge from an exploration of the trade-off between the two countervailing forces that establish the optimal level of stimulation. Besides, according to the finding from Sharma *et al.* (2010), variety seeking is not always a spontaneous behavior. The fact that variety seeking has caused purchase exploration and become a consideration for manager to construct some strategies (McAlister and Pessemier, 1982). The strategies are to increase the brand share that is important for the modelling of purchasing pattern.

2.1.5 Peer Norm

According to Berndt (1979), peer is taking such an important role during the teenage year. When peer influence increases as the influence of parenthood decreases. The behavior, as defined teenagers' views of frequency and approval of assault in a paired group, may affect the aggressive behavior. In other word, peer take some parts to influence people to act. The terms peer norm itself is the representative of feeling needy to relatedness. In society, usually people act based on someone's expectation. As well as the explanation of theory peer norm, whereas human perceptions, attitudes and behaviors are based on the approval of their peer group. In other words, peer group usually have a similar attitudes or response towards something or someone. In case there are members having a contrary attitude, it is possible for them to be rejected by a group of their friends.

2.1.6 Idol Attachment

In 1960s, a psychoanalyst named John Bowlby developed attachment theory—individuals have a system of natural connection, which forces us to seek connectedness to others under threat and to become able to form intimate, persistent, affectionate bonds. This bond can be started from the very beginning of childhood. Later, the child develops a "secure" style of attachment that enables them to become more independent, manage stress, build adaptive relationships and form a positive self - image.

Idol is described as a person or thing that is greatly admired, loved, or revered. In this context, idol usually is someone who become famous or public figure. Some evidence shows that idol fanaticism has found in recent decades (Chiou *et al.*, 2005). Along with the developing of Internet, the appearance of idol is easy to be discovered by the worshiper. In general, people are not born to be an Idol, but there are some people that are already born with it. The charismatic of a person can make them seen as an Idol.

In conclusion, Idol attachment is when the worshiper is having a strong bond with the idol. This bond will affect the action of intimate the idol's action. In extreme stage, people with this high attachment will try to look alike their idol. As a matter of fact, this issue can bring various advantages for the industry that use human as the main source of their advertising products.

2.1.7 Customer Loyalty

A word loyalty is counter for strong emotional to support or allegiance toward something or someone. Thus, a person with loyalty will always stick with something or someone he/she trust. This behavior may lead to the strong commitment. In the business context, study from Bose and Rao (2011) found that loyalty is the customer's commitment to do business with a particular organization which effects in repeat purchases of goods and services of that organization.

Customer loyalty is when a person regularly patronizes a particular retailer that he or she knows, likes, and trusts. Then, it can cause the repurchase and spread of word of mouth. Usually, customers show a strong degree of brand loyalty by insisting on the products and accepting no substitute. Meaning that a person with this kind of loyalty will not conducting purchase process, if the brand he or she wants is not available in the market. They rather wait a moment instead of switching to another brand that he or she is not familiar with. However, the marketer needs to anticipate the switching behavior by maintaining the quality of the product/services.

Customer loyalty is a result of marketing efforts According to Bagdonienė & Jakštaitė (2007), the development of customer loyalty as an important focus on the strategy of marketing. Therefore, customer loyalty brings some advantages such as reduced spending on attracting new customers and improved organization's profitability. The loyal customers will show these actions by willing to (1) purchase more frequently (price insensitivity), (2) try the firm's new products or services (repurchase intention), (3) recommend products and services to others (word-of-mouth), and (4) give companies suggestions (complaint behavior).

2.1.8 Customer Advocacy

A word advocacy means supporting or recommending a specific cause to the public. Usually, advocacy is done voluntarily to express the thought. However, many marketers have not noticed the greatness of

advocacy. Some marketers only spend their money to the advertisement by ignoring this fact of advocacy.

According to Hill *et al.* (2006), the purpose of customer advocacy is to provide positive references to other customers through the support of the product or service seller. Generally, the potential customer tends to listening to the advocate because of their honest thought. Besides, in the reality customer advocate effectively influenced the customer by their recommendation.

2.1.9 Vanity Traits and Idol Attachment

Vanity traits, can be included in the need for competence, refer to an excessive concern with or view of one's own physical appearance and personal achievements (Netemeyer *et al.*, 1995). Vanity is a secondary psychogenic trait much like conspicuous consumption and it is largely influenced by one's external environment (social and economic) (Mason, 1981). In this phenomenon, young adults are usually attracted to the appearance of celebrities in Television commercial, magazine and music video. Usually, the first thing that will come up in the young adults' mind is the idol's physical appearance such as the idol styles or fashion, how they talk to the audience and how charming they are when the camera shoots their face. It is likely easy for new people to like one artist based on what they see. Later, in the next stage these young adults will tend to imitate the idol based on their style (e.g. what shoes they wear) and they are trying to

look the same with the idol's appearance. The other factor in vanity traits is the idol's achievement. The achievements that were built over the idol's career can also attracted the people to worship them. Those achievements can have amazed the worshiper to act more toward the idol.

H1. Physical vanity traits have positive effect on idol attachment.

H2. Achievement vanity traits have positive effect on idol attachment.

2.1.10 Variety Seeking and Idol Attachment

Variety seeking, a proxy for autonomous need is the tendency of individuals to seek diversity in their choice of services or goods (Khan, 1995). Besides, variety seeking is a key element of customer innovativeness (McAlister et al, 1982). Variety seeking represents a young adult's desire to explore and adopt a new human brand for the purpose of decreasing boredom or obtaining a change of pace (Steenkamp *et al.*, 1992). There are two types of people who are easily attracted to someone and switch it and other people who are always stick with one thing or/and person. Basically, customer who has high level of variety seeking will easily get bored into one specific brand and later will switch to the new brand. Some situations such as when the Idol cannot meet the fans' expectation will also likely arise the act of variety seeking. However, variety seeking and idol attachment should have a negative relation.

H3. Variety seeking has negative effect on idol attachment.

2.1.11 Peer Norm and Idol Attachment

Peer norms, as a stand-in for need for relatedness, are defined as those perceptions, attitudes and behaviors that are approved by the peer group and expected by its members (Fisher and Ackerman, 1998). For instance, if you want to be friends with specific group you have to act exactly like them, have a similar interest. Later, you will be able to discussed the same topic with the group. In addition, peer group approval may also increase referents' support towards young people's attachment relationships with idols. In the music industry, usually there are bunch of fans that named themselves following the Idol's name. These group will have different requirement if there are new worshiper that would like to joining their group such as member club. In conclusion, young people with high peer norms are more motivated to increase efforts towards social comparison processes based on the behaviors in performing a certain act on worshipping an idol.

H4. Peer norm have positive effect on idol attachment.

2.1.12 Idol Attachment and Customer Loyalty

Some expert believes that human brand can assure to force driving behind the demand for an entertainment product. Besides, human brand is proven to have a strong relationship with idol attachment. Theory of attachment itself was developed by Bowlby in 1982, which is the intensity of an individual's target-specific that create an emotional bond. Therefore, the Idol attachment is defined as someone (e.g. idol worship) to have a

strong emotional bond with specific individual (e.g. celebrities). Thus, the connection between the fans and the idol can lead the fans become a loyal customer.

H5. Idol attachment has positive effect on customer loyalty in the future.

2.1.13 Customer Loyalty and Customer Advocacy

Customer who are already loyal to one specific brand will unconsciously spread a message about their feeling to the brand. The loyal customer will tell their friends about the positive or negative experience that make them felt satisfied. This situation is known as word of mouth. However, customer advocacy occurred when a customer becomes connected to a brand, this connection can lead to advocacy for the brand where the customer are voluntarily spreads positive word-of-mouth about the brand (Anderson, 1998). This kind of customer would be willing to pay for higher prices and then recommend the product to others.

H6. Customer loyalty has positive effect on customer advocacy.



2.2 Theoretical Framework

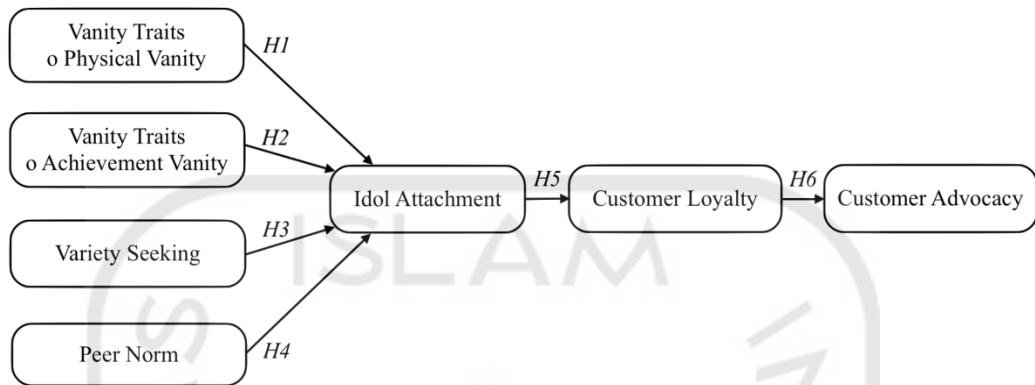


Figure 2. 1 Research Framework

The conceptual framework of this research was adopted and modified from Huang *et al.* (2015). However, in order to provide the foundation of the research, this conceptual framework exists. Independent variable, Vanity Traits, Variety Seeking and Peer Norms were expected to affect the dependent variable. The dependent variable in this research was Customer Advocacy that indirectly influenced by Idol Attachment. The customer loyalty existed to be moderator variable for Idol Attachment and Customer Advocacy.