

REFERENCES

- Aaker, David A. (1996), "Measuring Brand Equity Across Products and Markets," *California Management Review*, 38 (3), 102–120.
- Ahmed, N., Khattak, A.K., Iqbal, N., Farooq, O. and Iqbal, J. (2014), "Role of celebrity endorsement upon customer vanity with mediating role of materialism: evidence from business students of Pakistan", *Journal of Business and Management Research*, 4, 98-107.
- Ahmed, Z., Rizwan, M., Ahmad, M., & Haq, M. (2014). Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *Journal of Sociological Research*, 5(1).
- Anderson, E. (1998), "Customer satisfaction and word-of-mouth", *Journal of Service Research*, 1 (1), 5-17
- Arbuckle, J.L. (1997) AMOS Users' Guide. Version 3.6, Smallwaters Corporation, Chicago.
- Badrinarayanan V & Laverie D. (2011), "Brand Advocacy and Sales Effort by Retail Salespeople: Antecedents and Influence of Identification with Manufacturers' Brands", *Journal of Personal Selling & Sales Management*, 31:2, 123-140
- Bagdoniene, L., and Jakstaite, R., (2007). Estimation of Loyalty Programmes from Customers' Point of View: Cases of Three Retail Store Chains. *Engineering Economics*, 5(55), 51-58.
- Bagdonienė, Liudmila, Jakštaitė, Rasa (2007). "Estimation of Loyalty Programmes from Customers' Point of View: Cases of Three Retail Store Chains". *Engineering Economics*, 55(5), 51-58
- Benjamin, J. (2018). EXO Earn First Top 40 Entry on Billboard 200 With 'Don't Mess Up My Tempo'. Retrieved from Billboard K-TOWN: <https://www.billboard.com/articles/columns/k-town/8484700/exo-billboard-200-chart-dont-mess-up-my-tempo-album>
- Benjamin, J. (2019). BTS Announce New Album 'Map Of The Soul: Persona' For April. Retrieved from Forbes:

<https://www.forbes.com/sites/jeffbenjamin/2019/03/11/bts-announce-new-album-map-of-the-soul-persona-for-april/#7d37115c398d>

- Bennett, R., & Rundel-Thiele, S. (2005). The brand loyalty life cycle: Implications for marketers. *Journal of Brand Management*, 12(4), 250-263.
- Berndt, T. J. (1979). Developmental changes in conformity to peers and parents. *Developmental Psychology*, 15, 608–616. doi:10.1037/0012-1649.15.6.608
- Berry, L.L. (1983), “Relationship marketing”, in Berry, L.L., Shostock, G.L. and Upah, G.D. (Eds), *Emerging Perspectives on Services Marketing*, American Marketing Association, Chicago, IL, 25-8.
- Billboard. (2018). *BLACKPINK Set North American 'In Your Area' Tour Dates*. Retrieved from Billboard: K-TOWN: <https://www.billboard.com/articles/columns/k-town/8498008/BLACKPINK-north-american-in-your-area-tour>
- Billboard. (2018). *Essential BTS Collaborations You Should Hear: Steve Aoki, Nicki Minaj & More*. Retrieved from Billboard: K-TOWN: <https://www.billboard.com/articles/columns/k-town/8099508/bts-collaborations-songs-the-chainsmokers-steve-aoki-desiigner>
- Bollen, K. A. (1989). Wiley series in probability and mathematical statistics. Applied probability and statistics section. *Structural equations with latent variables*. Oxford, England: John Wiley & Sons. <http://dx.doi.org/10.1002/9781118619179>
- Bose, S., & Rao, V. G. (2011). Perceived benefits of customer loyalty programs: validating the scale in the Indian context. *Management & marketing*, 6(4), 543-560.
- Bowlby, J. (1982), *Attachment and Loss: (Volume 1) Attachment*, Basic Books, New York, NY.
- Chan, K. and Prendergast, G.P. (2008), “Social comparison, imitation of celebrity models and materialism among Chinese youth”, *International Journal of Advertising*, 27 (5), 799-826.
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand

- Loyalty. *Journal of Marketing*, 65(2), 81-93.
- Chiou, J. S., Huang, C. Y., & Lee, H. H. (2005). The antecedents of music piracy attitudes and intentions. *Journal of Business Ethics*, 57(2), 161-174. doi:10.1007/s10551-004-5263-6
- Cochran, W.G. (1952). The χ^2 test of goodness of fit. *Annals of Mathematical Statistics*, 23, 315–345.
- Coyle, J. R., Gould, S. J., Gupta, P., & Gupta, R. (2009). “To buy or to pirate”: The matrix of music customers acquisition-mode decision-making. *Journal of Business Research*, 62(10), 1031-1037.
- Deci, E.L. and Ryan, R.M. (2000), “The ‘what’ and the ‘why’ of goal pursuits: human needs and the self-determination of behavior”, *Psychological Inquiry*, 11 (4), 227-268.
- Fisher, R.J. and Ackerman, D. (1998), “The effects of recognition and group need on volunteerism: a social norm perspective”, *Journal of Consumer Research*, 25(3), 262-275.
- Ghozali, Imam. (2002). Aplikasi Analisis Multivariate dengan Program SPSS (4th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2008). Aplikasi Analisis Multivariate dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2011). Aplikasi Analisis Multivariate Dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponegoro.
- Haryono, Siswoyo. (2017). Metode SEM Untuk Penelitian Manajemen Dengan AMOS LISREL PLS. Luxima Metro Media
- Hennig-Thurau, T., Groth, M., Paul, M. and Gremler, D.D. (2006), “Are all smiles created equal? How emotional contagion and emotional labor affect service relationships”, *Journal of Marketing*, 70 (3), 58-73.
- Hill S, Provost F, Volinsky C. (2006). Network based marketing: Identifying likely adopters via customer networks. *Statistical Sciences*. 21 (2): 256–76.
- Hollebeek, L.D. (2011), “Demystifying customer brand engagement: exploring the loyalty nexus”, *Journal of Marketing Management*, 27 (7/8), 785-807.
- Huang, S. C., & Huang, T. (2016). The evolution of fan kingdom: The rising,

- expansion, and challenges of human brands. *Asia Pacific Journal of Marketing and Logistics*, 28(4), 683-708.
- Huang, Y., Lin, C., Su, H., & Tung, M. (2015). I worship, so I download? Idol worship, music purchase and piracy by young customers in Taiwan. *Asia Pacific Journal of Marketing and Logistics*, 27(1), 99-126.
- Ikon's Debut: Date, Songs, Albums, Stage Performances, and Concerts., (2018). Retrieved from Channel Korea: <https://channel-korea.com/ikon-debut-date-songs-and-concert/>
- Ilicic, J., & Webster, C. M. (2013). Celebrity co-branding partners as irrelevant brand information in advertisements. *Journal of Business Research*, 66(7), 941-947.
- Ilicic, J., & Webster, C. M. (2015). Customer values of corporate and celebrity brand associations. *Qualitative Market Research: An International Journal*, 18(2), 164-187.
- Ilicic, J., Baxter, S. M., & Kulczynski, A. (2016). The impact of age on customer attachment to celebrities and endorsed brand attachment. *Journal of Brand Management*, 23(3), 273-288.
- István S. & Zsolt T. (2008). "Customer Loyalty Problems in Retail Banking". *MEB 2008 –6th International Conference on Management, Enterprise and Benchmarking*, May 30-31, 2008, Budapest, Hungary
- Jackman, M., & Lorde, T. (2014). Why buy when we can pirate? The role of intentions and willingness to pay in predicting piracy behavior. *International Journal of Social Economics*, 41(9), 801-819.
- Joppe, M. (2000). The Research Process. Retrieved, from: <http://www.ryerson.ca/~mjoppe/rp.htm>
- Jöreskog, K. and Sörbom, D. (1993), LISREL 8: Structural Equation Modeling with the SIMPLIS Command Language. Chicago, IL: Scientific Software International Inc.
- Kahn, B.E. (1995), "Customer variety-seeking among goods and services", *Journal of Retailing and Customer Services*, 2 (3), 139-148.

- Kelley, C. (2019). BLACKPINK's 'Kill This Love' Is The Biggest 24-Hour Debut In YouTube History. Retrieved from Forbes: <https://www.forbes.com/sites/caitlinkelley/2019/04/08/blackpinks-kill-this-love-is-the-biggest-24-hour-debut-in-youtube-history/#6cc0a0136580>
- Kemp, E., Childers, C. Y., & Williams, K. H. (2012). Place branding: Creating self-brand connections and brand advocacy. *Journal of Product & Brand Management*, 21(7), 508-515.
- Kim, H. (2009), "The moderating role of variety seeking in the effect of service satisfaction on repurchase intention", *Journal of Marketing Management Research*, 14 (2), 123-139.
- Kotler, P. (1994). *Marketing management: Analysis, Planning, Implementation, Control*. Ed. 8, New Jersey: Prentice Hall, Inc.
- Kumar, N., Stern, L.W. and Achrol, R.S. (1992), "Assessing retailer performance from the perspective of the supplier", *Journal of Marketing Research*, 29 (2), 238-53.
- Levitt, T. (1983), "After the sale is over", *Harvard Business Review*, 62 (1), 87-93.
- Lie, J. (2012). What is the K in K-pop? south korean popular music, the culture industry, and national identity. *Korea Observer*, 43(3), 339-363. Retrieved from <https://search.proquest.com/docview/1268147490?accountid=62100>
- Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. *Journal of Marketing*, 75(4), 35-52.
- Mason, R.S. (1981), *Conspicuous Consumption: A Study of Exceptional Customer Behavior*, Palgrave Macmillan, New York, NY.
- McAlister, L., & Pessemier, E. (1982). Variety Seeking Behavior: An Interdisciplinary Review. *Journal of Customer Research*, 9(3), 311. doi:10.1086/208926
- Merisavo, M. and Raulas, M. (2004), "The impact of e-mail marketing on brand loyalty", *Journal of Product and Brand Management*, 13 (7), 498-505.

- Milligan, S. (2017, December 5). The Value of Women: Large portions of the American public value women most for physical attractiveness. Retrieved from US News: <https://www.usnews.com/news/the-report/articles/2017-12-05/study-women-valued-for-physical-attractiveness>
- Möller, K., & Halinen, A., (2000). Relationship Marketing Theory: Its Roots and Direction, *Journal of Marketing Management*, 16:1-3, 29-54, DOI: 10.1362/026725700785100460
- Morgan, R.M. and Hunt, S.D. (1994), "The Commitment-Trust Theory of Relationship Marketing", *Journal of Marketing*, 58, 20-38.
- Morin, M. (2018, July 16). *Building Sustainable Relationships that Bring Brands and People Closer*. (M. Morin, TED Talk Performer) Laval, Quebec, Canada.
- Netemeyer, R.G., Burton, S. and Lichtenstein, D.R. (1995), "Trait aspects of vanity: measurement and relevance to customer behavior", *Journal of Customer Research*, 21 (4), 612-626.
- Park, C.W., MacInnis, D.J., Priester, J., Eisingerich, A.B. and Iacobucci, D. (2010), "Brand attachment and brand attitude strength: conceptual and empirical differentiation of two critical brand equity drivers", *Journal of Marketing*, 74 (6), 1-17.
- Pedersen, P.E. & Nysveen, H. (2001). Shopbot banking: an exploratory study of customer loyalty effects. *International Journal of Bank Marketing*, 19(4), 146-155.
- Piyush S., Bharadhwaj S., Roger M. (2010). "Impulse buying and variety seeking: A trait-correlates perspective". *Journal of Business Research* 2010; 63(3): 276-83.
- Price, Linda L., and Eric J. Arnould (1999), "Commercial Friendships: Service Provider-Client Relationships in Context," *Journal of Marketing*, 63 (4), 38-56.
- Raviv, A., Bar-Tal, D., Raviv, A. and Ben-Horin, A. (1996), "Adolescent idolization of pop singers: cause, expressions, and reliance", *Journal of Youth and Adolescent*, 25 (5), 631-650.

- Schouten, J. W. (1991). Selves in transition: Symbolic consumption in personal rites of passage and identity re-construction. *Journal of Consumer Research*, 17 (March), 412-425.
- Sharma, S., Mukherjee, S., Kumar, A., and Dillon, W.R. (2005), "A simulation study to investigate the use of cutoff values for assessing model fit in covariance structure models," *Journal of Business Research*, 58 (1), 935-43.
- Sinclair, G., & Green, T. (2015). Download or stream? Steal or buy? Developing a typology of today's music customer. *Journal of Customer Behaviour*, 15(1), 3-14.
- Sindhu, H. (2018). *Best BTS Collaborations, From "Waste It on Me" to "Idol"*. Retrieved from Teen Vogue: <https://www.teenvogue.com/story/best-bts-collaborations-waste-it-on-me-idol>
- Steenkamp, J.-B.E.M. and Baumgartner, H. (1992), "The role of optimum stimulation level in exploratory customer behavior", *Journal of Customer Research*, 19 (3), 434-448.
- Susanta, Alhabsji T, Idrus, MS Nimran U. (2013). The effect of relationship quality on Customer Advocacy: The mediating role of loyalty. *Journal of Business and Management*. 12(4): 41–52.
- Swaminathan, V., Stilley, K.M. and Ahluwalia, R. (2009), "When brand personality matters: the moderating role of attachment styles", *Journal of Customer Research*, 35 (6), 985-1002.
- Thier, D. (2019). 'Fortnite': How To Get The Ultra-Rare K-Pop Skin. Retrieved from Forbes: <https://www.forbes.com/sites/davidthier/2019/02/21/samsung-s10-fortnite-how-to-get-the-ultra-rare-k-pop-skin/#344d4a7c6cad>
- Thomson, M. (2006), "Human brands: investigating antecedents to customers' strong attachments to celebrities", *Journal of Marketing*, 70 (3), 104-119.
- Thomson, M.D., MacInnis, J. and Park, C.W. (2005), "The ties that bind: measuring the strength of customers' emotional attachments to brands", *Journal of Customer Psychology*, 15 (1), 77-91.

- Trijp, H.C., Wayne, V.H. and Inman, J.J. (1996), "Why switch product category-level explanations for true variety-seeking behaviour", *Journal of Marketing Research*, Vol. 33 No. 3, pp. 281-292.
- Venkatesan, R. (2017). Executing on a customer engagement strategy. *Journal of the Academy of Marketing Science*, 45(3), 289-293.
- Wallace, E., Buil, I., & Chernatony, L. D. (2014). Customer engagement with self-expressive brands: Brand love and WOM outcomes. *Journal of Product & Brand Management*, 23(1), 33-42.
- Wang, A. X. (2018). How K-Pop Conquered the West. Retrieved January 2019 from Rollong Stone: <https://www.rollingstone.com/music/music-features/bts-kpop-albums-groups-global-takeover-707139/>
- Wang, C.-C., Chen, C.-T., Yang, S.-C. and Farn, C.-K. (2009), "Pirate or buy? The moderating effect of idolatry", *Journal of Business Ethics*, 90 (1), 81-93.
- Wheaton, B., Muthen, B., Alwin, D., F., and Summers, G. (1977), "Assessing Reliability and Stability in Panel Models," *Sociological Methodology*, 8 (1), 84-136.
- Yue, X.D., Cheung, C.-K. and Wong, D.S.W. (2010), "From glamour-oriented idolatry to achievement-oriented idolatry: a framing experiment among adolescents in Hong Kong and Shenzhen", *Asian Journal of Social Psychology*, 13(1), 1-8.
- Zikmund W., Babin B., Carr J. And Griffin M. (2013); *Business research methods*; South Western Mason