



**21st EBES CONFERENCE - BUDAPEST
PROCEEDINGS CD**

**JANUARY 12-14, 2017
BUDAPEST, HUNGARY**

HOSTED BY



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The Korean wave fanatic in buying decision process for concerts tickets in Thailand

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Abstract

This research aimed to study buying process to Korean artist concert tickets of Korean fanatic. According to group sample, there were 400. The sample group for this study had bought tickets of Korean artist concerts. Questionnaire was used to collect data. For data analysis, the researcher applied both descriptive statistics including percentage, mean, and standard deviation, and inferential statistic are Independent Sample t-test and One-way ANOVA.

The results showed that level of education have the buying decision process is difference. Different age, occupation, and income are differently searching information and purchasing decision. Status are different in evaluated alternatives. Different ages have post-purchase behavior differently including different revenue realized the need or recognition problem are significantly different statistically, .05.

Keywords: Korean artist, the buying process, concert

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Introduction

The concert is a business to entertain people of all groups from children to the elderly. Despite a period of 4 to 5 years, Thailand has faced many problems such as both economic and political problems.

Overview of the business concert is worth more than one billion Baht. It is regarded as one of the sectors that are likely to maintain growth (Siamturakij, 2014). The current trend in foreign artist in Thailand is increasing rapidly. As a result, many of the concert business entrepreneurs had seen the opportunity to conduct business. To expand their target market to consumers who prefer foreign artists by bringing popular artists from abroad. Whether artists from Europe, America or Asia that has been popular in Japan and Korea.

In current mainstream of concert that popularity for Thai Consumers were increasing moreover. Many concerts have too many of the consumers. Korea (K-POP) is one of countries that come to Thailand in nowadays. Because Korean supported their government and private sectors to established education in major of film, music, entertainments and art design industries. That it make industries of Korean Culture growing fast. It cause of the

competition in concert with increasing severity. The entrepreneur had to improve and accelerate the development of the modern concert and created technology required to meet the today Lifestyle of people. To meet the needs of consumers that have been modified over time.

Over the past few years, an increasing amount of Korean popular cultural content , including television dramas, movies, pop songs, and their associated celebrities have gained immense popularity in China, Taiwan, Hong Kong, and other East and Southeast Asian countries. News media and trade magazines have recognized the rise of Korean popular culture in Asia by dubbing it the 'Korean wave' (Hallyu or 'Han Ryu' in Korean). (Visser, 2002).

The Korean wave is indebted to the media liberalization that swept across Asia in the 1990s. The Korean wave seemed to have found its beginnings sometime around 1997 when the national China Central Television Station (CCTV) aired a Korean television drama *What is Love All About?* Which turned out to be a big hit? In response to popular demand, CCTV re-aired the program in 1998 in a prime time slot, and recorded the second-highest ratings ever in the history of Chinese television (Heo,2002).

In the late 1990s, a regional music television channel, Chanel V, featured Korean pop music videos, creating a huge K-POP fan base in Asia. In particular, the boy band H.O.T found itself topping the pop charts in China and Taiwan in 1998; the band was so popular that album sales have continued to surge for a while even after the band's break-up in mid 2001. Many K-POP stars such as Ahn Jae-wook (an actor-cum-singer who starred in *Stars in My Heart*), boy bands NRG and Shinhwa, and girl band Body V.O.X. have held concerts in China, attracting crowds of more than 30,000 Chinese youth for each concert (Seoul Broadcasting System, 2001). In 2002, Korean teenage pop sensation BoA's debut album reached the number one spot on the Oricon Weekly Chart, Japan's equivalent of the American Billboard Charts; this firmly established BoA in the Japanese music market (Visser, 2002). Now, most of Korea's top-notch singers take their concerts in Beijing, Hong Kong and Tokyo and often record their album in the local languages before marketing their album in these countries.

In 2002, Korean Culture Center has established an organization name is KOCCA (Korean Culture And Content Agency). It aims to promote the export of Korean Culture such as movie and music to foreign counties. Korean Culture spread to Asia and made a positive image of the country. The popularity of Korean Products including mobile phone, food, clothing, language and travel. In addition to the nature of Korean Music was adapted to look like Asia more than it had been to Korea.

In general, the Korean pop music market was not vibrant before the 1990s. Korean youth preferred American pop songs to local ones; and live concerts were not common, and on a small scale when they did appear. In fact, the two public television networks, Korea Broadcasting System (KBS) and Munhwa Broadcasting Company (MBC), controlled music distribution and held sway over the direction of music consumption. There was no authoritative record sales chart, except for weekly chart shows on television, which served as the only criteria by which songs and singers were judged popular; by which audiences decided which albums they should buy. Furthermore, musicians were required to perform with the television networks' in-house studio bands and dancers, with the consequence that it deprived the country of opportunity for diverse elements of local pop music to grow television medium, such that songs usually had a long instrumental introduction and an extended fade-out, to allow emcees to make some announcements or a segue to be devised between one song and another (Howard, 2002).

Research for developed concerts of international artists in Thailand found the concerts had taken the business of marketing strategy was used to make the buying decision process. Another, the artists who come to show to concert in Thailand. They will have been widely prominent and popular more than in the pass.

The Korean Wave in Thailand

Although there was very little Korean influence on Thai music before this decade, there is one interesting link dating back to the Korean War. The famous ramwong performer, Benjamin, saw six months of service with the Thai army in Korea and when he, returned he composed songs such as “Kaoli Haeng Khwam Lang” (Korea in the past) and “Siang Krueang Jak Kaoli” (sound of Korean instruments). However, it was not until 2005 that Thailand succumbed to the Korean Wave, or hallyu (pronounced hanliu). Hallyu refers to the explosive popularity of Korean pop culture in recent years. K-Pop is now all the rage in Thailand's schools and Korean girl bands such as Wonder Girls or Girl's Generation (SNSD) and boy bands such as Super Junior and Big Bang are the epitome of cool for Thai youth (Han, 2009).

K-pop mania in Thailand is a by-product, after a decade of product development supported by the South Korean government, whose strategy is to strengthen every industry in terms of export potential. Counting entertainment as an important medium with which to promote the country, South Korea fully supports its music, film and TV industries. And just like Hollywood influences the world by promoting American lifestyles and American brands, Korean entertainment is a powerful medium to promote tourism and culture as well as other products.

This is not the first time the phenomenon ‘Ting Kaoli’ is a surprise to society of behavior Severe manic obsession Since the K-POP becomes a trend among teens. Boy bands could be exported cultural one. Born as the cycle turns into a stream in Thailand.

Over many years, Ruk Chunhakarn is Lecturer of Department of Psychology at Kasetsart University. She works with adolescents and observing them found this is the only one of the teens like crazy or is named "Ting", she said that it was looking into 3 factors.

1. Look in society Adolescence is the age that want to be recognized. So talking about the band. The group's fan is treated as a social behavior to make themselves acceptable to the society around them.
2. Look in sexual psychology According to the theory of sexual psychology, Sigmund. Freud would have found. The age of puberty, which is in Phase 5 is the age range of interest in the opposite sex. The artists boyband also point to a handsome, fashionable anyway.
3. Impressing a superhero idol. By one of the band may have characteristics that make a lasting impression. When coupled with that on the one usually has many members, it increases the possibility to have one to impress that special someone with a teenager.

Rarely seen is that he needs to accept. Want to be part of the society, a society of adolescence, he's crazy about the Exodus. To go to a concert together, it cannot talk about other people. And teens, he was already interested in the opposite sex, which is to develop with age, but it is such a good boy.

Heroes is the last impression. The artist may have a hard effort. The Koreans are going to hit this point on. Auditions will have to fight hard. The children will see that the artist is his endeavor to try harder. I appreciate the opportunity he was motivated to try to get tickets to see his hero once in a lifetime offer.

Many phenomena of the "Ting" since the Korean expression to stand and wait for hours just to find the final few seconds. The uproar caused by the passion of fans. Screams until Probes encouraging artists. The recent cases a fans buy tickets at the original price of the house band at 2,000 - 6,000 baht, but must purchase price 20,000 baht is even more shocking.

From following manic behavior of teenagers on the Korean artist for many years, It was such a ticket is likely to come from a group of fans are Also includes the working-age too. If a child does not have money, but they have the time. He went to queue up at 3 to 4, which is enough to buy. So do not insult my teenage fans. They had planned a concert and heard. Some people keep their money during the holidays.

When it comes to adult fans revealed that these fans will behave in an expression that is less than teens. But is there enough capital to pursue artists. Many people have had to hire a van for the particular artist.

Related Literature

Kotler, Philip. (1999). The buying decision process describes the process your customer goes through before buy product including problem/need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. Marketers can used to marketing strategies that will meet the satisfaction of consumers appropriately. Consumers have to answer 7 questions. The question is about 6W and 1H including Who?, What?, Why?, Who?, When?, Where?, and How?. 7 reasons to answer questions about the behavior of consumers including Occupants, Objects, Objectives, Occasions, Outlets, and Operations. If marketers want to study the behavior and actions of consumers who are buying and the same product or same service, Marketers need to study and analyze consumer data.

Marketing Mix is one of the most fundamental concepts in marketing management. For attracting consumers and for sales promotion, every manufacturer has to concentrate on four basic elements/components. These are: product, pricing, distributive channels (place) and sales promotion techniques. A fair combination of these marketing elements is called Marketing Mix. It is the blending of four inputs (4 Ps) which form the core of marketing system. This marketing mix is marketing manager's tool for achieving marketing objectives/targets. He has to use the four elements of marketing mix in a rational manner to achieve his marketing objectives in terms of volume of sales and consumer support.

How to decision for the customer who like Korean Band why they buy concert ticket and they have many steps to decide. We can say the customer have demand and find information for decision, set guidelines and evaluating options to buy the concert ticket include post-purchase are behavior of consumer that marketers should be taken very seriously so that consumers are satisfied. If the consumer doesn't have to be satisfied, marketers need to find out what is the problem. Then, they will solve problem.

The reasons above. Researcher interested in the study of the buying decision process for concerts ticket include events in other styles. The study focused on a group of favorite Korean artist. They are the prospects of this business.

The reasons in viewing foreign concert are liking in artist, style, achievement followed by searching information from internet. The results also dedicated that the subjects often go viewing foreign concert on Saturday, Sunday and Public holidays after 6.00 p.m. onwards. In addition to they liked viewing foreign concert held at Impact Arena, Muang Thong Thani and purchased a ticket from Thai Ticket Major outlets. And the most influential person in purchasing decision is on their own.

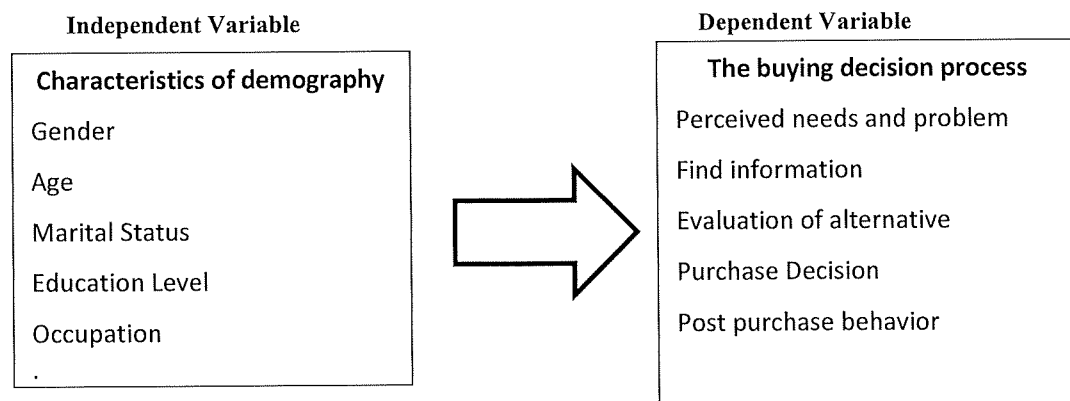
Objectives

The purposes of this study were gender, age, marital status, education, occupation and income on the buying decision process for concerts ticket of Korean artists.

Scope of study

1. The population in this region are guests who bought tickets for the concerts of Korean artists.
2. Scope of Content is the study focuses on the buying decision process of consumers.
3. The scope of the study period is from October to November in 2014
4. The scope of the variables involved in the research include Independent Variable is personal factors consist of gender, age, marital status, education level, occupation and income. Dependent Variable is the buying decision process consist of perceived needs and problem, find information, evaluation of alternative, decision and post purchase behavior.

Conceptual Framework



Research Hypothesis

H₀: The demographic characteristics didn't affect the buying decision process concert tickets Korean artists.

H₁: The demographic characteristics of an effect on the buying decision process concert tickets of Korean artists.

Research Methodology

Population and Simple

Population is the person who bought the tickets of Korean artists displayed in at least one time. Using the formula to calculate the number of unknown samples. (Prasopchai Pasunon, 2006)

$$n = \frac{Z^2 pq}{E^2} = \frac{(1.96)^2 (0.5)(0.5)}{0.05^2} = 385.16$$

In order to get a better sample. We reserve the sample an additional 4 percent is equal to 15 samples. The research samples are 400 samples.

Sampling Method

Information for cooperation to the social media for your favorite artists to cooperate with the online questionnaire data.

Data collection

In data collection Researchers had conducted studies to gather data, documents, articles, books, theories and related research. To determine the extent of research and make research tools to cover the objectives of the research group. The data derived from the creation of an online questionnaire. Then, Complete the questionnaire was used with groups of people older than 10 years of my favorite Korean artists who have purchased tickets for concerts of Korean artists to perform in Thailand a total of 40 sets. The result of Alpha Coefficient of Cronbach's Alpha Coefficient test is 0.955. The questionnaires used to collect data on the target population on the Internet during the month of October and November in 2014 and 400 series have replied to all.

The research Tools are Questionnaire. The questions are divided into 2 parts.

1. Questionnaire about personal factors are multiple-choice questions. Consist of gender, age, status, education level, occupation and income
2. Questionnaire about the buying decision process are Likert rating scales. The measure of buyers 5 levels. How to interpret the results of the query in this section. The researcher used the boundary points 1, 2, 3, 4 and 5. And interpreted according to the criteria given below.
 - Average point between 4.21 to 5.00 means the priority at the highest level.
 - Average point between 3.41 to 4.20 means the priority at the higher level.
 - Average point between 2.61 to 3.40 means the priority at the middle level.
 - Average point between 1.81 to 2.60 means the priority at the lower level.
 - Average point between 1.00 to 1.80 means the priority at the lowest level.

Results

Personal factors in the majority are female with the percentage of 95.5, they were aged between 21-25 years with the percentage of 34.5, undergraduate Education or equivalent with the percentage of 51, the highest monthly income level is 3000 baht or lower. Then, it was student with the percentage of 79.8 and 97.8% are single

Table 1: Results of buying decision process of Korean artists enthusiasts

The buying decision process	Level of Perceived		
	Mean	S.D.	implication
The overall buying decision process	3.81	0.0741	Much
Perceived needs and problem	4.12	0.2788	Much
Find information	3.29	0.1549	Middle
Evaluation of alternative	3.95	0.1348	Much
Purchase Decision	3.30	0.1142	Middle
Post purchase behavior	4.39	0.0876	Most

Analysis of the buying decision process concert ticket of Korean artists' enthusiasts found. The average of the overall buying decision process at a high level ($X = 3.81$, $S.D. = 0.741$). When analyzing the buying decision process, it was found that Perceived needs and problem at a high level ($X = 4.12$, $S.D. = 0.2788$), Find information at a middle level ($X = 3.29$, $S.D. = 0.1549$), Evaluation of alternative at a high level ($X = 3.95$, $S.D. = 0.1348$), Decision at a middle level ($X = 3.3$, $S.D. = 0.1142$) and Post purchase behavior at a highest level ($X = 4.39$, $S.D. = 0.0876$)

Table 2: Hypotheses testing results

Personal Factors		The buying decision process of Korean artists enthusiasts				
		Perceived needs and problem	Find information	Evaluation of alternative	Purchase Decision	Post purchase behavior
Gender	t-test	0.541	0.565	0.9	0.058	0.782
	Checking Hypotheses					
Age	One-way ANOVA	0.007	0.002*	0.074	0.000*	0.000*
	Checking Hypotheses	H1	H1		H1	H ₁
Marital Status	One-way ANOVA	0.825	0.126	0.009*	0.118	0.282
	Checking Hypotheses			H1		
Education Level	One-way ANOVA	0.000*	0.000*	0.000*	0.006*	0.000*

The buying decision process of Korean artists enthusiasts						
Personal Factors		Perceived needs and problem	Find information	Evaluation of alternative	Purchase Decision	Post purchase behavior
	Checking Hypotheses	H1	H1	H ₁	H ₁	H1
Occupation	One-way ANOVA	0.902	0.013*	0.612	0.002*	0.127
	Checking Hypotheses		H1		H ₁	
Income	One-way ANOVA	0.021*	0.000*	0.557	0.010*	0.366
	Checking Hypotheses	H ₁	H1		H ₁	

A comparison of the buying decision process of Korean artists' enthusiasts at a statistical significance is 0.05. Gender differences in their buying decision process is no different at a statistical significance is 0.05. Different ages have different buying decision process at a statistical significance is 0.05. Different status with the purchase decision process in evaluating different alternatives at a statistical significance is 0.05. Different education levels of education have decided to buy a different procedure at a statistical significance is 0.05. Different career with the purchase decision process of finding information and purchasing decisions differently at a statistical significance is 0.05. Income different buying decision process of recognition of the need or problem. Finding information and purchasing decisions differently at a statistical significance is 0.05.

Discussion

From the samples with the buying decision process for concerts ticket of Korean artists were mostly female with the percentage of 95.5 and the largest age group is between 21-25 years old with the percentage of 34.5 This is consistent with research of Kamonnate Suwannapisit (2008) said "Korean fans were aged between 11-29 years". According to the results undergraduate Education or equivalent with the percentage of 51 and 97.8% are single. The highest monthly income level is 3000 Baht or lower. Then, it was student with the percentage of 79.8 and they had post-purchase behavior at the highest level. The results can see consistency is going on between the factors affecting the sense of the buyer and the buying decision process. It can be concluded that personal factors are linked to the process of buying concert tickets of Korean artists.

The results indicated that after buying behavior affects the decision making level. So, businesses related to the concerts of Korean artists in Thailand. They should focus on behavior after purchase. For example, Used to online media, Social for public relations. This will affect the buying decision process with your favorite artists Korea. It can be seen that the information is consistent with the decision to buy. Therefore, an entrepreneur who has been involved with the concerts of Korean artists in the country should be given priority in the dissemination of information in order to bring more information to make a decision to buy.

Recommendations

For next study, should be added to the study by using other such as, In-depth interviews with other variables that have resulted in the know on the buying decision process of Korean artists enthusiasts. The data have been compared to the more accurate. To be used in planning marketing strategies for businesses involved in the concerts of Korean artists in the future.

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