

Influence of fan loyalty on fans' behavior of purchasing products endorsed by idolized idol' brands --Taking Korean idol star NCT's fan base in China as an example

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ABSTRACT

Celebrity endorsement is a commonly used marketing method, since the 1980s, most companies have chosen celebrity endorsement, celebrity endorsement in today's era of the full outbreak of celebrity endorsement can be seen everywhere by different brands. Not only that, along with the Internet access to the entertainment industry, the development of fan culture, but also because of the development of fan culture, followed by the generation of "fan economy"; fan economy "in today's market is a force that cannot be ignored. The loyalty of the fans to the celebrities included in the fan economy is an important criterion for the development of the fan economy. This paper only takes star loyalty as the research objective to study its influence on fans' behavior of purchasing products endorsed by idol brands. This paper uses a questionnaire to conduct a survey, and the respondents are all fans of the Korean idol group NCT. Behavioral loyalty and attitudinal loyalty are studied, and finally, it is concluded that fan loyalty has an impact but not a correlation on fans' behavior of purchasing idol brand endorsement products.

KEYWORDS

Fan Loyalty; Celebrity Endorsement; Questionnaire Survey; Idol Star

1. INTRODUCTION

1.1. Background And Significance Of The Study

1.1.1. Background of the study

Celebrity endorsement as a common marketing method has been promoted by most companies since the 1980s. Celebrity endorsement has also come full circle in today's day and age, with celebrity endorsements from different brands seen everywhere.

Nowadays, Internet access to the entertainment industry has developed a fan culture, and it is also because of the development of fan culture that the "fan economy" has arisen, and the "fan economy" is a force that cannot be ignored in today's market economy. The fan economy is a force to be reckoned with in today's market economy. What is related to the fan economy is the loyalty of the fans to the stars.

1.1.2. Significance of the subject

(1) Theoretical implications

Exploring the influence of "fan economy" on the marketing methods of celebrity endorsement is conducive to a comprehensive understanding of the relationship between the two, which can enrich

the current research on "fan economy" and celebrity endorsement. The research in this paper takes fan loyalty as the entry point, intends to explore the influence of fan loyalty on fans' purchasing behavior, and complements the previous research, and the theory of this paper has certain significance to increase the theory of related research.

(2) Relevance

This study will focus on the impact of fan loyalty on fan purchases. In the long run, fan culture is growing dramatically, and the rapid development of the Internet has strengthened the ties between countries, transnational fan culture is also gradually forming, and the "fan economy" will also gradually develop in the process. Global fan endorsements are not few, and there is still a lot of room for development in the future. Thus, this study can better identify the influence of fan loyalty on whether to purchase celebrity endorsements and provide new ideas for future research.

1.2. Review Of Relevant Literature

1.2.1. Fan Loyalty

Gao Fang and other scholars believe that the problem of influencing factors of customer loyalty is quite complex, and its direct influencing factors can be basically divided into three major categories: relationship quality factors (such as satisfaction, trust, belonging, business friendship, etc.), customer value factors, and switching costs; Deng Shengli found that perceived switching costs are the main determinants of loyalty, and satisfaction plays an important mediating role in family recommendation 0. Deng Shengli found that perceived switching cost is the main determinant of loyalty, and satisfaction has an important mediating role in recommending family members 错误!未找到引用源。 . Zhao Feifei pointed out that satisfaction can directly influence loyalty 错误!未找到引用源。 . Chen Fuyi et al. created a research model and concluded that perceived value has an indirect effect on satisfaction and social capital has an effect on fan loyalty 错误!未找到引用源。 . The model of the research model was created by Chen Fuyi et al. From this, it can be concluded that satisfaction, perceived conversion cost, behavioral loyalty, and attitudinal loyalty all affect fan loyalty. Therefore, it can be seen that there are many points affecting loyalty, and this paper will analyze the factors affecting behavioral loyalty and attitudinal loyalty in particular. The paper will use questionnaires to explore consumer loyalty.

1.2.2. Celebrity endorsement

Grant (1989) states that a celebrity endorser is an individual who is highly visible to the public and who uses this visibility to praise a product as a consumer in advertisements 错误!未找到引用源。 . Liu Zhen pointed out that: product involvement, the number of individuals celebrity products, one-sided persuasion and two-sided persuasion, the appearance of the celebrity spokesperson's attractiveness, source congruity, and the different characteristics of the celebrity endorsement strategy in different cultures are all factors affecting the effectiveness of celebrity endorsement 错误!未找到引用源。 . The effect of celebrity endorsement is affected by the different characteristics of celebrity endorsement strategies in different cultures. Song Yihang points out that opinion leaders can greatly stimulate the purchase intention of fan consumers. Thus, it can be seen that celebrity endorsement has a certain influence on promoting fans' purchasing behavior 错误!未找到引用源。 . The effect of celebrity endorsement on fan purchasing behavior can be seen from this.

1.3. Main Studies

This paper defines fan loyalty in terms of both attitudinal loyalty and behavioral loyalty, studies fan buying behavior in terms of the number of purchases and the number of single purchases, and then finally, through the longitudinal analysis of fan loyalty and the number of purchases of a single research subject and the cross-sectional analysis of all the research subjects, so as to explore whether

loyalty has an impact on fan buying behavior. The independent variable in this study is fan loyalty, and the dependent variable is fan purchase behavior of celebrity endorsement.

This paper will reflect on the correlation between fan loyalty and fan purchasing behavior by targeting the Chinese fan base of NCT, a famous Korean idol boy group, in order to infer whether fan loyalty has an impact on the behavior of purchasing celebrity endorsements.

1.4. Research Methodology

1.4.1. literature survey method

The theoretical basis of this paper is determined by reading the literature in the dissertation websites and e-book libraries, and by reading the previous and latest literature related to celebrity endorsement and loyalty in a targeted manner, as well as determining the structure of this paper's research, and the selection of variables.

1.4.2. Questionnaire method

The questionnaire was accurately delivered to NCT's fan base, approximately 450-500 people, and the results were analyzed and preliminary conclusions were drawn.

1.5. Innovations And Shortcomings Of This Paper

1.5.1. Innovations

The possible innovation of this paper is that there are relatively few studies related to fan loyalty and celebrity endorsement, which will provide new theories for future related studies and open up new ideas for future studies.

1.5.2. Deficiencies

The possible shortcomings of this paper are that fewer questionnaires were distributed and there is a lack of information that can be analyzed more deeply and specifically, such as the basic information of the research subjects, so this study only applies to the influence of generalized fan loyalty on fans' purchase of endorsement behavior. There are many factors affecting loyalty, but this paper only selected two points of behavioral loyalty and attitudinal loyalty to study their relationship.

2. RELEVANT THEORETICAL ANALYSIS AND HYPOTHESES

2.1. Relevant Theoretical Analysis

According to Jill Griffin, a veteran American marketing expert, loyalty is the degree to which a customer regularly makes repeat purchases out of preference for a company or brand **错误!未找到引用源。** Early studies on loyalty mainly focused on customer loyalty to goods or brands in marketing. According to the results of previous research, loyalty can be divided into behavioral loyalty, attitudinal loyalty, and comprehensive theory **错误!未找到引用源。**

2.2. Research Hypothesis

2.2.1. Behavioral Loyalty

Behavioral loyalty refers to fans' continuous attention and recommendation behavior towards NCT as a group. I follow the previous viewpoint, combined with the characteristics of the fan economy, that the fans' continuous attention and recommendation behavior will produce certain purchase behavior therefore the following hypothesis is proposed:

Hypothesis 1 (H1) Fan behavioral loyalty will have an impact on the behavior of fans buying celebrity endorsements.

Hypothesis 2 (H2) Fan behavioral loyalty is positively related to fan purchase of celebrity endorsements.

2.2.2. Attitudinal Loyalty

Attitudinal loyalty is a fan's attitudinal orientation toward this NCT group, including personal preference, willingness to pay attention in the long term, tolerance, and likelihood of recommending it to others. I follow the previous viewpoint and combine it with the characteristics of the fan economy to argue that attitudinal orientation toward the study group does not necessarily result in purchasing behavior, and therefore propose the following hypothesis:

Hypothesis 3 (H3) Fan attitudinal loyalty does not have an effect on fans' purchase of celebrity endorsement behavior.

Hypothesis 4 (H4) Fan attitudinal loyalty is not correlated with purchasing celebrity endorsement behavior.

3. DATA COLLECTION AND STATISTICAL ANALYSIS

The questionnaire of this study has 21 questions, including 2 questions about the basic information of the target, 13 questions about the loyalty of fans, of which 5 questions about the loyalty of fans' behaviors, the remaining 8 questions about the loyalty of fans' attitudes, and finally 6 questions about the purchase of celebrities' endorsement. In this paper, NCT fans were selected as the research object, and the questionnaire was designed and released by the professional survey website "Questionnaire Star". The questionnaire was accurately delivered to NCT fans in the form of QR code pictures, and it was delivered to a fan base of about 700 people, 105 valid questionnaires were collected in this survey.

3.1. Data Analysis

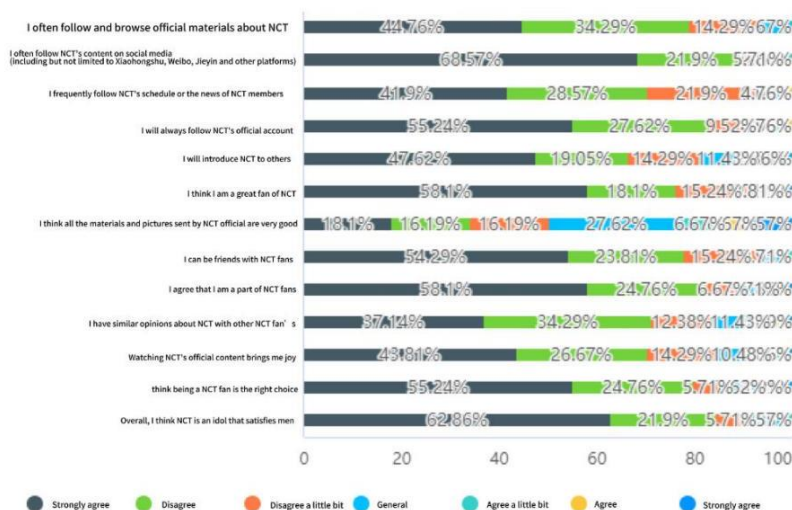


Figure 1. NCT Fan Loyalty Test Results

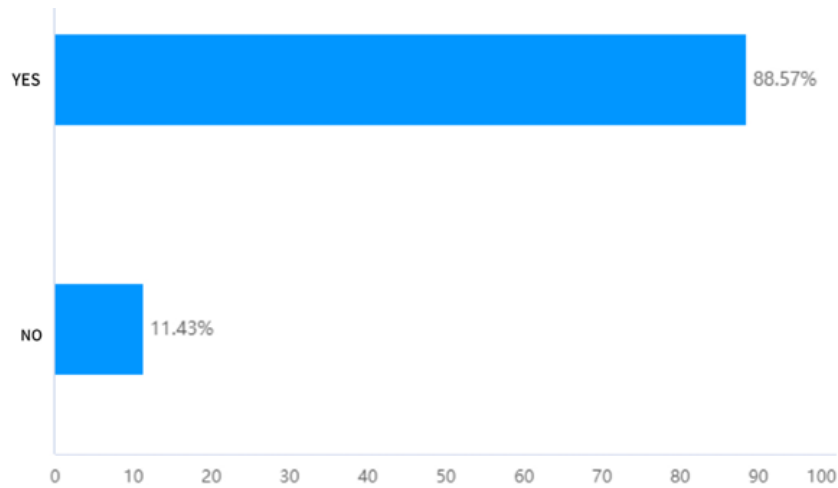


Figure 2. NCT Fans Buying Endorsements

Figure 1 shows the characteristics of the sample as follows: fans of NCT among the researchers demonstrated both attitudinal and behavioral loyalty to NCT of more than 80%, with behavioral loyalty approaching 90%. The number of people who chose Strongly Agree was also slightly higher than Agree during the selection process. However, with all the relatively high fan loyalty shown in Figure 1, there were still 11.43% of the respondents who did not have purchasing behavior.

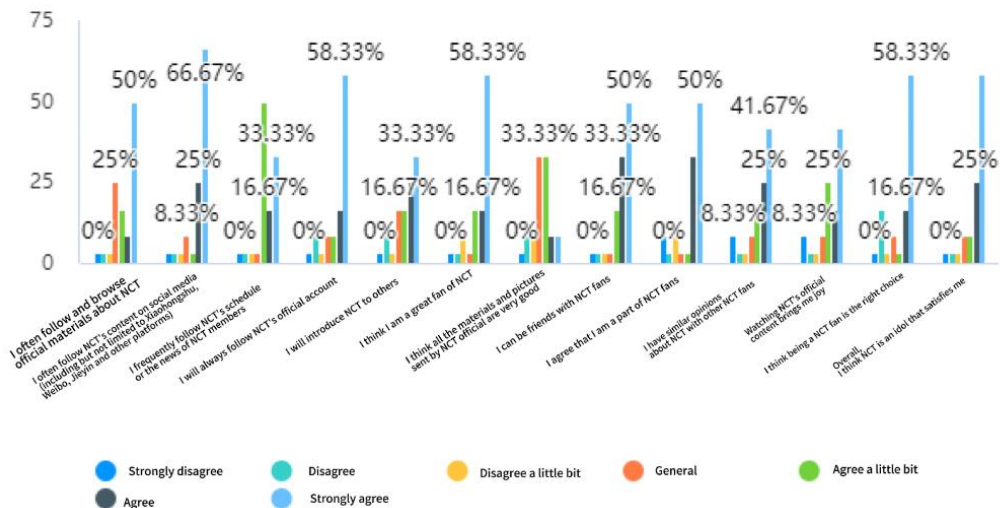


Figure 3. Loyalty data for fans who don't buy endorsements

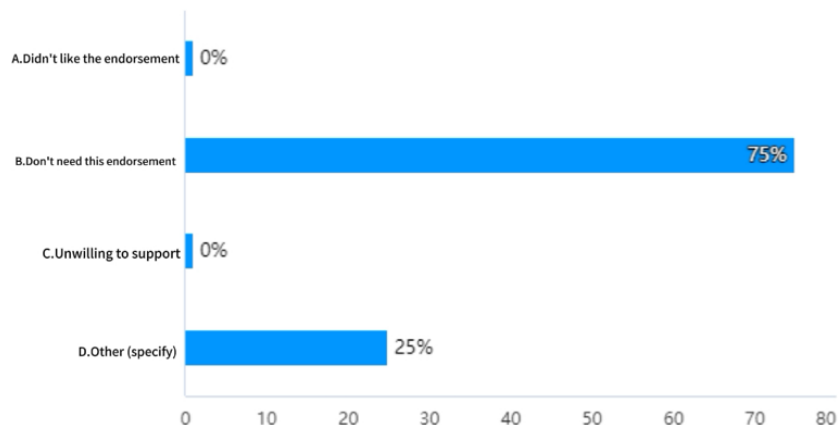


Figure 4. Not buying Reasons

Based on figure3, it can be seen that 11.43% of the respondents have very high values of behavioral and attitudinal loyalty in their choices in the questionnaire. And among the reasons for not purchasing as shown in figure4, the most selected is no need for this product.

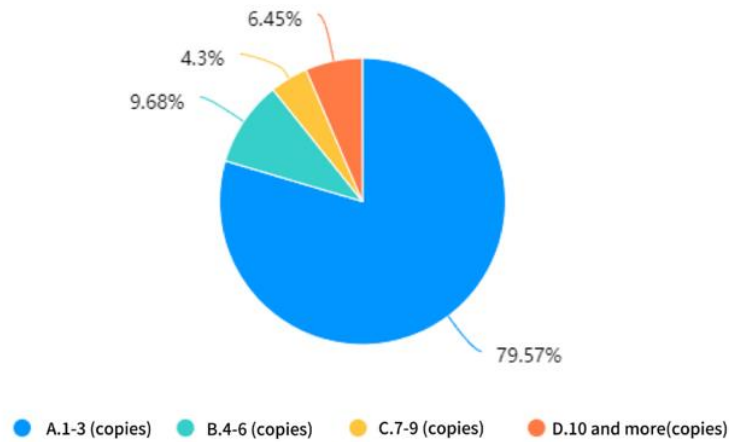


Figure 5. Single Purchase Quantity

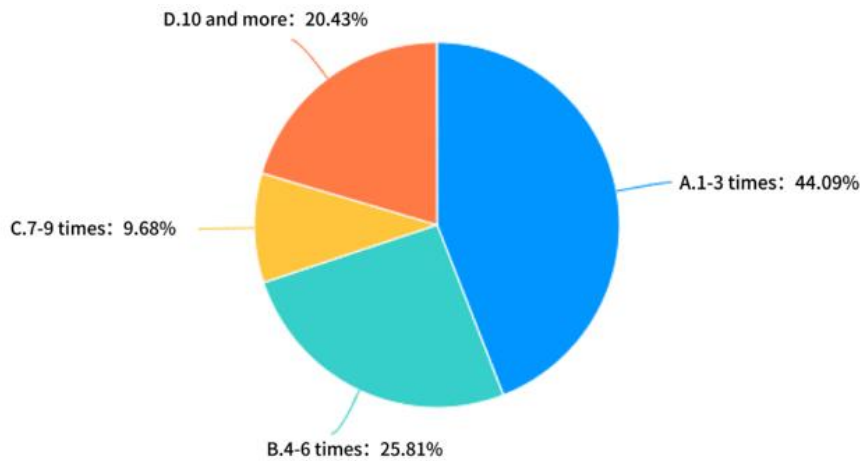


Figure 6. Number of times purchased

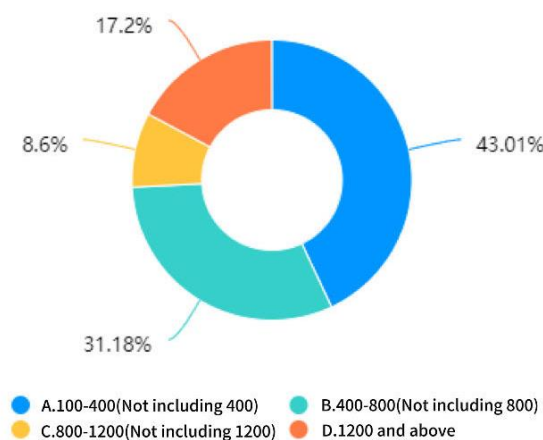


Figure 7. Purchase amount range

Figure5, 6, and 7 represent the number of single purchases, the number of endorsement purchases, and the total purchase interval, respectively, and the highest number of percentages in all three tables is the smallest data among the options.

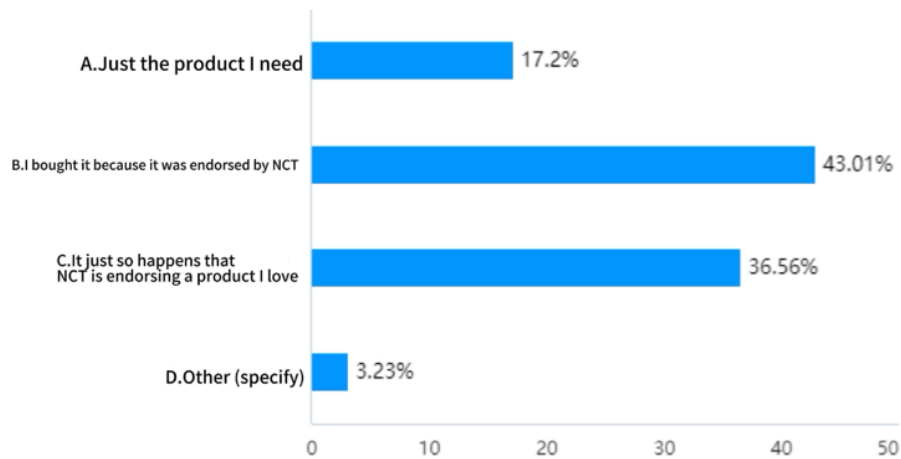


Figure 8. Reasons why fans are willing to buy endorsements

Figure8 indicates the reasons why fans are willing to buy the endorsement, and it can be seen from figure8 that the first place is bought because it is endorsed by NCT, and the second place with a difference of only 6.45% is because it happens to be a product endorsed by NCT that I like.

4. CONCLUSIONS AND INSPIRATION

This paper draws the following three conclusions after the steps of literature survey, questionnaire design, data collection, and analysis from the aspects of behavioral loyalty and attitudinal loyalty: a. Fan behavioral loyalty will have an effect on the behavior of fans purchasing celebrity endorsement. b. Fan attitudinal loyalty has an effect on the behavior of fans purchasing celebrity endorsements. c. Fan behavioral loyalty and fan attitudinal loyalty do not have a positive correlation with the behavior of fans purchasing.

From figure1 and its analysis results, it can be concluded that fans' behavioral loyalty and attitudinal loyalty will have an impact on fans' purchase of celebrity endorsement behavior. Although there are a few without purchasing behavior, they are all caused by different external factors, not the influence of loyalty. Therefore, it can be proved that fans' loyalty will have some influence on fans' behavior of purchasing celebrity endorsements. From the three tables, figure5, figure6, figure7 and their analysis results, it is concluded that fan loyalty will have an impact on purchasing behavior, but it will not have a positive correlation with purchasing behavior. Assuming that fan loyalty has a positive correlation with purchasing behavior, in the case of very high loyalty, the purchase amount, the number of purchases, and the number of purchases should be the highest one to choose, but the analysis results show that they are all the lowest one, which shows that fan loyalty does not have a positive correlation with fans' purchasing of celebrity endorsement behavior. However, from figure8 reasons why fans are willing to buy endorsements, the highest percentage of reasons are bought because of NCT endorsement, so even if it does not have a positive correlation it is impossible to determine its relevance.

In today's era of rapid development of celebrity idols, celebrity endorsements are becoming commonplace, even for snacks or everyday products, so the search for celebrity endorsements should not only confirm their fit with the brand but should also be considered by the consumer. The highest percentage of reasons for not wanting to buy a product is that they don't need it, so companies need to pay attention to the needs of consumers if they want to make more money. From the conclusion that fan loyalty will have an impact on fans' purchase of celebrity endorsement behavior, companies can appropriately abandon their choice of popular stars when selecting endorsing stars and instead choose stars with a more solid fan base, which may yield greater economic benefits.

Finally, the research in this paper still has many shortcomings that can be used for future research to draw ideas. First, the sample size is too small, and the age and economic level of the survey

respondents are unknown, the sample is not representative enough, the sample size can be enlarged in future research to generalize the results to a larger and more applicable group; secondly, the independent variables of the survey can be enlarged to further improve the results of the study.

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