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The Impact of Consumer Behavior Factors on Hallyu Consumption in Four Latin American Countries

Stephany Masís Hernández[1] & Jaeho Lee[1*]

[1] Department of International Business & Trade, Kyung Hee University, Seoul, Republic of Korea

[*] Jaeho Lee, Department of International Business & Trade, Kyung Hee University, Seoul, Republic of Korea

Abstract

This paper aims to examine the impact of consumer behavior factors on Hallyu consumption in Argentina, Chile, Costa Rica, and Mexico. In particular, the paper explores the relationships between cultural, social, and psychological factors and consumer intention (and attachment) in the context of Hallyu attractiveness. To reach our research goal, we conducted a survey and measured each of the factors that impact consumer behavior, the degree of attachment toward Hallyu, and consumer or purchase intention. We then analyzed our hypotheses using the structural equation model. The main findings of the study indicate that social influence, motivation, perception, and attitude are strongly associated with attachment and consumption intention not only directly but also when the relationship is mediated by the characteristics of Hallyu attractiveness. We also found that the local culture's orientation is weakly associated with attachment and consumption intention.

Key words

consumer behavior, Hallyu, attachment, consumer intention

1. Introduction

Hallyu refers to the successful spread of South Korean popular culture in Southeast Asia and mainland China in the late 1990s (Kim, 2015). In an attempt to describe the popularity of Korean TV dramas and Korea's cultural influence more broadly, the Chinese media coined the term "Hallyu", or "Korean Wave". Korean popular culture ranges from television dramas (K-dramas) to movies, popular music (K-pop), and dance (B-boys); to a lesser extent, it includes video games, food, fashion, tourism, and language (Hangul) (Jang & Paik, 2012). These cultural products are developed in Korea but flow into foreign markets. The government's active promotion of the country's cultural products (Sung, 2010)

and the liberalization of media technologies have facilitated the spread of Hallyu products all around the world. In particular, the adoption of "media liberation" in many Asian countries in the 1990s resulted in a favorable environment fostering the cultural exchange of media products, which in turn benefited the spread of Hallyu (Kim, 2015). Furthermore, thanks to the internet, Social Networking Sites (SNS), and smart phones, the Hallyu vogue has reached the entire world.

The arrival of Hallyu to Latin American audiences is a more recent phenomenon. The distribution started with K-dramas as part of South Korea's official nation-branding campaign that happened after the Korea–Japan World Cup of 2002, when the government distributed popular Korean TV dramas for free to Latin American TV stations under the auspices of the Korean embassies (Mérida, 2015). The introduction of Korean brands and culture to Latin American consumers had a diplomatic role. In addition, both the intertextual and intermedia consumption of K-dramas via different distribution platforms have played an instrumental role in the development of a transcultural K-pop fandom in Latin America (Han, 2017). Changes to the global television market and low selling costs were among the main factors in the diffusion and growth in popularity of K-drama across Latin America (Madrid-Morales & Lovric, 2015). The distribution of K-pop on the continent must always be examined in tandem with K-dramas because many Latin Americans were first introduced to Korean popular music through dramas featuring idol stars (Han, 2017).

Previous studies (e.g., Han, 2017) have demonstrated that despite linguistic, cultural, and geographical boundaries, Hallyu has reached the Latin American market and has popularized K-pop as a legitimate form of transcultural fandom. Han (2017) also noted the anomaly that Hallyu has penetrated the Latin American market and enjoyed success among the young despite the lack of a shared language and geographical proximity. Madrid-Morales and Lovric (2015) have analyzed the attractive variables of K-pop as the main aspect of the Korean Wave for Latin American fans. Hallyu has reached the Latin American market and its reception and consumption have started to increase and gain popularity among young people in the past few years. The international appeal and success of the Korean wave are impressive when one considers that foreign consumers must overcome significant language barriers to consume Korean dramas and K-music (Chen, 2016). Hoskins and Mirus (1988) stated that some audiences in Latin America might enjoy the exotic difference that Korea represents; some might be attracted by its hybrid nature, while others might be alienated by the effects of "cultural discount", which occurs when a specific program rooted in a certain culture has a reduced appeal in another culture due to viewers' difficulty in identifying with its style, values, and beliefs.

It is difficult to deduce from the literature what primary needs Korean cultural products gratify in Latin American audiences. As mentioned above, consumers must overcome significant barriers to consume Hallyu. Given this situation, the purpose of this study is to examine the impact of consumer behavior factors on Hallyu consumption in Argentina, Chile, Costa Rica, and Mexico. Until now, no comprehensive study has been published regarding the relationship between consumer behavior and the consumption of Korean popular culture in Latin America. In this paper, we focus on the relationship

between local cultural orientation, social influence, motivation, perception, and attitude factors and Hallyu attachment and consumer intention, through the characteristics of Hallyu attractiveness.

This study is organized as follows. The second subsection presents the literature review that discusses the idea of Hallyu, its characteristics, and consumer behavior theories, followed by the study's hypotheses. The third subsection details the research model. The fourth one sets out the methodology that was applied to test the hypotheses. The fifth one presents the empirical results, while the final subsection discusses the findings of the research.

2. Literature Review and Hypotheses

Several factors influence a consumer's purchasing intention and buying behavior. Ginting (2011) asserts that consumption is influenced by four factors—cultural, social, personal, and psychological—and that each of these will affect the consumer's behavior toward a product or service.

Cultural elements such as values, language, myths, customs, rituals, and laws shape people's behavior. Culture is the essential character of a society that distinguishes it from others.

In the context of consumer behavior, cultural meaning moves from the culturally constituted world to consumer products. It explains how consumers behave. Culture is what determines the desire and behavior to get the most basic values, perceptions, preferences, and behaviors of other important institutions. Cultural factors constitute the most comprehensive influence on consumers' behavior. The values and beliefs to which the individual has been exposed will have a direct effect on their buying patterns.

Regarding the Korean Wave in Latin America, Han (2017) noted the anomaly that Hallyu has penetrated the Latin American market and enjoyed success among the young despite cultural differences such as the lack of a shared language and geographical proximity. In their article "Multiple Proximities Between Television Genres and Audiences", La Pastina and Straubhaar (2005) reappraise the notion of cultural proximity to argue that although the term is heavily dependent on language and geography, it also functions on many different levels. They claim that there are multiple layers of cultural proximity, or what Singhal and Svenkerud (1994) defined as "cultural share ability", so that audiences from different cultures might share "common values, images, archetypes, and themes across cultures that permit [TV] programs (like K-dramas) to flow across cultural boundaries". This perspective is a useful starting point to understand the popularity of K-pop and K-dramas in Latin America. It encourages us to make reductionist assumptions in the attempt to identify the themes and values in Hallyu that resonate with Latin American culture. Therefore, we suggest that:

H1: Local cultural orientation positively impacts the attachment to, and the consumption intention of, Korean cultural products.

Like the cultural factor, the social factor plays a role in influencing the consumption pattern of an individual. Social validation is sought because consumers do not behave as isolated individuals but look to those with whom they socialize for advice (O'Shaughnessy, 2013). As social beings, human

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beings believe in having constant interactions with other individuals, such as their immediate family and friends, fellow workers, fellow commuters, official customers, and sometimes even strangers (Nair, 2009, p. 205). The literature supports the idea that people tend to be influenced by family members, friends, or influential groups of people when they make a decision. All these interactions will affect an individual's behavioral pattern.

The popularity of South Korean popular culture in Latin America is on the rise. According to the Korean Foundation, the number of online Hallyu fan groups in the Americas has been increasing since 2012. This means that more young people are getting involved in Hallyu and that social media platforms, such as Facebook and YouTube, are helping these fandom communities to grow every day. Moreover, young people's desire to be part of the Korean Wave and stay connected with what others are doing regarding the Hallyu trend increases the phenomenon's popularity. Therefore, we propose that:

H2: Social influence positively impacts the attachment to, and the consumption intention of, Korean cultural products.

Unlike cultural and social factors, the psychological factor is the internal force that influences the behavior of an individual. Concerning psychological factors, the focus of our research is on motivation, perception, and attitude. Motivation, perception, and attitude are the main forces that consumers use to decide or act.

When a person is motivated to buy a product or service, it is because they want to fulfill a personal need. Motivation is a psychological trait that may influence the behavior of an individual, especially when it comes to buying a product or not.

Regarding Hallyu, the variety of contents shown in Korean dramas encourage fans to emulate the country's family traditions and values. Fans may find Korean dramas cheerful, uncomplicated, relaxing, and even romantic. We think that through Hallyu, fans might fulfill psychological needs and that this fulfillment becomes a motive to follow the Korean Wave. This fulfillment is also a factor that influences their consumer pattern, especially when they are trapped by Hallyu attractiveness. Thus, we state that:

H3: Motivation positively impacts the attachment to, and the consumption intention of, Hallyu products.

Perception is another psychological trait that may influence consumer behavior. Perception is related to the stimulus that the individual receives through sight, smell, taste, touch, and hearing. Based on this stimulus, the individual will define and create meaning for their environment. Regarding Hallyu, Madrid-Morales and Lovric (2015) argued that the exotic appeal of K-drama plots and the exuberant energy of beautiful idol band members are part of the appealing fantasy that fans enjoy. Furthermore, the superiority and excellence of Korean cultural content prompt fans to perceive it positively, which fits their expectations. Fans perceive Hallyu as enjoyable, appealing, and even exotic to consume, especially when it is mediated by Hallyu attractiveness. Therefore, we suggest that:

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H4: Perception positively impacts the attachment to, and the consumption intention of, Hallyu products.

Lastly, attitude is a psychological trait that is characterized by evaluative judgments toward an object, person, place, or issue. Attitude can be good or bad, favorable or unfavorable, positive or negative, depending on the person's evaluation of something. Given the emotional bonds that Korean dramas offer in terms of human relations and social realities, they are viewed favorably as being able to deal with love relationships in a way that is more tender, meaningful, and emotional. The attitude toward them is a source of popular pleasure, which increases their popularity among young people in Latin America. This positive attitude toward Hallyu and its influence on the consumption of Hallyu products suggest the following statement.

H5: Attitude positively impacts the attachment to, and the consumption intention of, Hallyu products.

Korean cultural products, such as TV dramas, music, and film, are developed in Korea and are characterized in terms of appeal, popularity, quality, (affordable) price, and availability. These attractiveness characteristics might leverage "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior" (Eagly & Chaiken, 1993). In our case, the behavior will be translated into consuming or purchasing more Hallyu cultural products. Therefore, we suggest that the local culture's orientation, social influence, motivation, perception, and attitude positively impact the consumption intention of Korean cultural products when they are mediated by the above attractiveness characteristics. It is important to establish that our primary interest is the strength of the emotional bond that a Hallyu fan experiences with the Korean cultural product. We thus formulated the following hypotheses:

H6: Local cultural orientation positively impacts the attachment to, and the consumption intention of, Korean cultural products when it is mediated by Hallyu's attractiveness.

H7: Social influence positively impacts the attachment to, and the consumption intention of, Korean cultural products when it is mediated by Hallyu's attractiveness.

H8: Motivation positively impacts the attachment to, and the consumption intention of, Korean cultural products when it is mediated by Hallyu's attractiveness.

H9: Perception positively impacts the attachment to, and the consumption intention of, Korean cultural products when it is mediated by Hallyu's attractiveness.

H10: Attitude positively impacts the attachment to, and the consumption intention of, Korean cultural products when it is mediated by Hallyu's attractiveness.

3. Research Model

The proposed research model is shown in Figure 1. The research model is implemented to understand the impact of consumer behavior factors on Hallyu attachment and consumption intention in Argentina, Chile, Costa Rica, and Mexico. The model shows how each of the variables of consumer behavior factors leads to a direct relationship with attachment and consumer intention, and how the indirect

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influence of attractiveness characteristics might influence intention. We integrate the local culture's orientation and social influence as external behavioral factors, and perception, motivation, and attitude as internal behavioral factors.
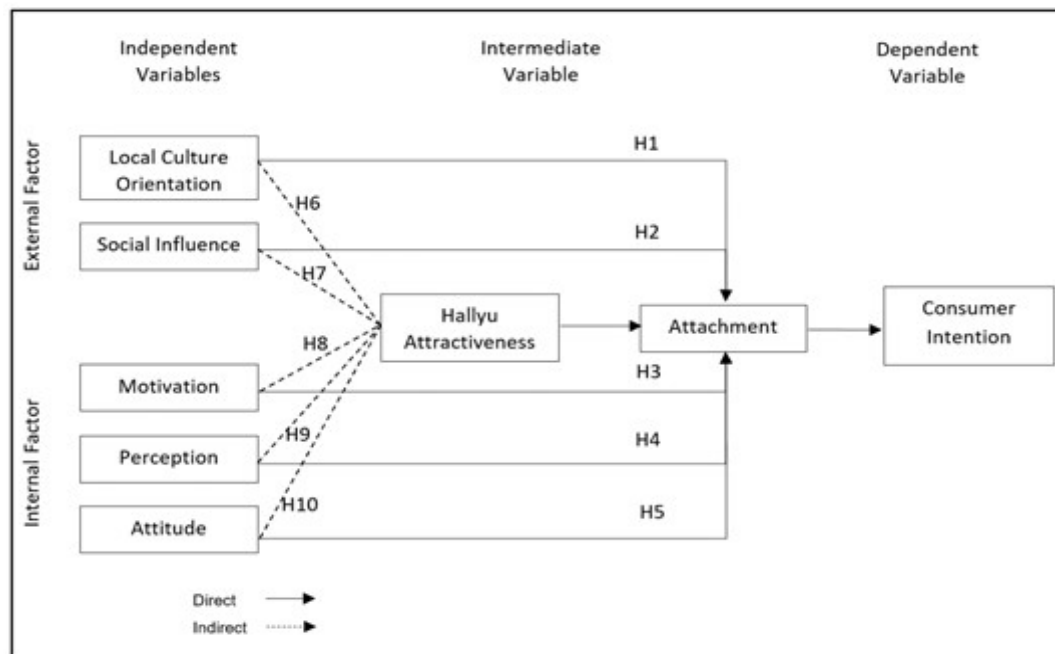

Figure 1. Proposed Research Model (and Relationship between Variables)

We selected the crucial variables that may influence Hallyu consumption intention. The independent variables are Local Cultural Orientation (LCO), Social Influence (SI), Perception (P), Motivation (M), and Attitude (A). The intermediate variable is Hallyu Attractiveness (HA), while Attachment (AT) and Consumer Intention (CI) are the dependent variables. The relationship between independent and dependent variables is direct; Hallyu attractiveness will be an indirect, intermediate variable that mediates the relationship between the former two types of variable. The definition of each variable is shown in Table 1.

Table 1. Variable Definition

Variable	Code	Definition	Sources
Local Culture Orientation	LCO	Includes culture and values, subculture and social class.	Nair, S. 2009; Markus & Kitayama, 2010; Kotler & Armstrong, 2012; Kardes et al 2015.
Social Influence	SI	Social interactions between consumer and influential groups of people, such	Nair, S. 2009; O´Shaughnessy, J, 2013; Hair, 2013; Kardes et al

		as references groups, opinion leaders, and family members.	2015.
Motivation	M	When a consumer recognizes that they have a need, the inner drive to fulfil the need is called motivation.	Kardes et al 2015, Chen 2012, Deci & Ryan 1985; Chang 2011, Solomon, Polegato, and Zaichkowsky. 2009, Reid-Cunningham, 2008, Ondabu, 2014, Maslow, 1943
Perception	P	It is the process by which people select, organize and interpret information to form a meaningful picture of the world.	Hanna 2013, Johns and Saks 1983, Strydom 2005, Lantos 2010, Bilkery & Nes, 1982; Yasin, Noor & Mohamad, 2007; Kardes et al., 2015
Attitude	A	There are evaluative judgments, or ratings of how good or bad, favorable or unfavorable, or pleasant or unpleasant consumers find a person, place, thing, or issue.	Chang, 2011, Palani & Sohrabi, 2013, Zanna & Rempel,1988; McDaniel, Lamb, Hair, 2013; Kardes et al., 2015
Hallyu Attractiveness	HA	Refers to the characteristics of Hallyu as a product in terms of appeal, popularity, quality, affordability(price) and availability.	Lopez and Ryzhkov, 2017; The Korean Wave, 2011; Anderson 2011; Kim and Kim, 2011
Attachment	AT	The strength of the emotional bond a consumer experiences with a durable product.	Ball and Tasaki, 1992; Belk, 1988; Wallendorf & Arnould, 1988; Greenwald, 1988; Eagly & Chaiken, 1993; Schifferstein, H. N. J & Zwartkruis-Pelgrim, E. P. H, 2008.
Consumer Intention	CI	A person's commitment, plan, or decision to carry out an action or achieve a goal to consume or purchase a good or service.	Fishbein and Ajzen's 1975; Morwitz, V. G. & Schmittlein, D. 1992; Eagly & Chaiken 1993; Eagly & Chaiken 1993; Thokchom 2012;

4. Methodology

The sample in this study are individuals who are involved in K-Pop or K-Drama Fan Clubs on Facebook in Latin America (Argentina, Chile, Costa Rica, and Mexico). The sampling technique used for the research was purposive random sampling, a type of no probability sampling.

To collect the data, a questionnaire was distributed from the last week of August 2018 to the second week of September 2018. The questionnaire was distributed through all the K-pop and K-drama Facebook fan pages in Argentina, Chile, Costa Rica, and Mexico.

The initial questionnaire was developed in English and then translated into Spanish because the target population of this research was people from Latin American countries where Spanish is the mother tongue. The translation was made by the principal investigator, who is bilingual.

The questionnaire was designed based on the eight constructs above and a set of 30 measurement items adopted and modified from existing studies. The questions were divided into two parts, as follows: 1) The first part of the questionnaire contained questions on demographic information, including nationality, age, gender, education, and income; 2) The second part contained questions related to each of the variables extracted for this research (Local Cultural Orientation, Social Influence, Motivation, Perception, Attitude, Hallyu Attractiveness, Attachment, and Consumer Intention).

The second part of the questionnaire contained eight sections. Each section represented a variable in the research model (the independent, dependent, and intermediate variables). In this part, responses were measured on a 5-point Likert scale, ranging from one (Strongly disagree) to five (Strongly agree).

The survey gathered 129 questionnaires. However, after removing invalid data (due to missing responses), 102 correctly completed and acceptable questionnaires were analyzed.

5. Data Analysis and Results

Due to the characteristic of this study and the multiple variables being considered, we will use the general statistical technique Structural Equation Modeling (SEM). This technique is a statistical methodology that takes a confirmatory (i.e., hypothesis-testing) approach to the multivariate analysis of a structural theory bearing on a phenomenon (Note 1). This study conducted an exploratory and confirmatory factor analysis to ensure that the items were loaded significantly and uniquely on the appropriate dimensions. Promax rotation was performed as a solution for each factor to be defined by the subset of measured variables with large loadings relative to the other measured variables (Cureton & Mulaik, 1975). Promax rotation revealed factor loadings above 0.60 for all the variables on their expected factors. The eight-factor solution and the factor loadings are presented in Table 2, with loadings of less than 0.30 omitted. In this case, all the constructs had loadings above 0.30.

Confirmatory factor analysis for each factor or construct was conducted to assess the validity of our measurement model by using Amos version 18.0. We aimed to select relevant items with increased accuracy by performing a validity assessment on individual constructs before investigating the validity of the overall measurement model (Singh & Rhoads, 1991). As a result, Item 3 of Social Influence;

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Items 2, 3, and 4 of Hallyu Attractiveness; Items 2, 4, and 5 of Attachment; and Items 2, 3, and 4 of Consumer Intention were eliminated.

Convergent validity is found when each measurement item is strongly associated with its expected theoretical construct (Gefen & Straub, 2005). Convergent validity is established if the Average Variance Extracted (AVE) accounts for 0.50 or more (Webb, Webster, & Krepapa, 2000).

AVE measures the amount of variance that a construct captures from its indicators relative to the amount due to measurement error (Chin, 2010, p. 670). In our study, AVE values are all above 0.5 (see Table 3). Gefen and Straub (2005) suggest that convergent validity can also be confirmed when each measurement item loads with significant t-value at least at the 0.05 alpha protection level on its constructs. If the convergent validity of all the measurement items is confirmed, all the items loaded on their respective constructs are statistically significant with t-values of 5.44 or more (p<0.01) (see Table 3). The measurement items of each research construct satisfied the universal standards of C.R.≥0.7 and AVE≥0.5.

Discriminant validity checks whether constructs that are supposed to be distinct were distinct (Bagozzi, Yi, & Phillips, 1991). The discriminant validity of all the measurement items in this study is confirmed, as the smallest AVE value is 0.47.

To test our hypotheses, several criteria must be met. A global test of model fit must be met to support our hypotheses in a local test. Therefore, Table 4 shows the result of the model fit (the thresholds listed in the table are from Hu & Bentler, 1999).

Table 2. Exploratory Factor Analysis Results

Construct	Item	Factor loading							
		1	2	3	4	5	6	7	8
Local Culture Orientation	LCO1	0.982							
	LCO2	0.971							
	LCO3	0.970							
Social Influence	SI1		0.939						
	SI2		0.913						
	SI3		0.737						
Motivation	M1			0.936					
	M2			0.958					
	M3			0.954					
Perception	P1				0.771				
	P2				0.870				
	P3				0.824				
Attitude	A1					0.826			
	A2					0.721			

		Factor Loading	Standard loading	t-value	CR	AVE
	A3	0.846				
Hallyu Attractiveness	HA1		0.887			
	HA2		0.833			
	HA3		0.884			
	HA4		0.752			
	HA5		0.918			
Attachment	AT1			0.636		
	AT2			0.660		
	AT3			0.703		
	AT4			0.785		
	AT5			0.852		
Consumer Intention	CI 1				0.710	
	CI 2				0.787	
	CI 3				0.782	
	CI 4				0.895	
	CI 5				0.722	

Note. Extraction method: Principal components; rotation method: Promax; Omission criterion for display: Factor Loading <0.30.

Table 3. Confirmatory Factor Analysis Results

Construct	Item	Factor Loading	Standard loading	t-value	CR	AVE
Local Culture Orientation	LCO1	1.000	0.750	-		
	LCO2	0.995	0.790	9.70	0.85	0.65
	LCO3	1.000	0.728	9.72		
Social Influence	SI1	1.006	0.659	-		
	SI2	0.986	0.678	7.56	0.71	0.53
Motivation	M1	0.995	0.790			
	M2	1.190	0.826	8.61	0.86	0.64
	M3	1.005	0.696	6.60		
Perception	P1	0.940	0.580			
	P2	0.827	0.554	5.67	0.80	0.56
	P3	1.018	0.769	7.69		
Attitude	A1	1.000	0.882			
	A2	1.190	0.878	8.12	0.89	0.56
	A3	1.113	0.645	6.56		

Hallyu Attractiveness	HA1	1.024	0.883		0.84	0.53
	HA5	0.989	0.790	7.13		
Attachment	AT1	0.922	0.551		0.84	0.50
	AT3	0.847	0.430	5.44		
Consumer Intention	CI 1	0.870	0.580		0.71	0.52
	CI 5	0.880	0.558	5.71		

p< 0.01 for all loadings; Compositive Reliability (CR), Average Variance Extracted (AVE).

Table 4. Model Fit

Measure of Fit	Measure	Threshold
Chi- square/df	7.469	<3 good
Degrees of Freedom	4	<5 sometimes permissible
Probability level	0.113	>0.5
CFI	0.987	>0.95 great;>0.90 traditional; >0.80 sometimes permissible
GFI	0.982	>0.95
AGFI	0.842	>0.80
SRMR	0.166	<0.09
RMSEA	0.93	<0.05 good, 0.05- 0.10 moderate; >0.10 bad
PCLOSE	0.201	>0.05

The results of the model fit show a χ^2 (chi-square) of 7.469, a degree of freedom of 4, and a p-value of 0.113, indicating that the model fits the data very well. However, because the chi-square statistic is very sensitive to the sample size, it is more appropriate to look at other fit measures. Fortunately, other fit measures also indicate the goodness of fit of the model to the data. The Comparative Fit Index (CFI) values are close to 1 (0.987), which indicates a very good fit. The Goodness-of-Fit Index (GFI) is always less than or equal to 1 (GFI = 0.982 indicates a perfect fit). The Adjusted Goodness-of-Fit Index (AGFI) takes into account the degrees of freedom available for testing the model. The AGFI is bounded above by 1, which indicates a perfect fit. However, in our model, it is below 1 (0.842) because it takes into account the low degree of freedom, which is sometimes permissible. According to Arbuckle (2005), a Root Mean Square Error of Approximation (RMSEA) value of about 0.05 or less would indicate a close fit of the model to the degrees of freedom. An RMSEA value greater than 0.1 would indicate a reasonable error of approximation (Browne & Cudeck, 1993). Our model presents an RMSEA value of 0.93, which indicates a moderate error of approximation.

After verifying our model fit, we tested our hypotheses using Amos version 18.0 to assess the relationship between our independent variables, mediators, and dependent variables. The standardized regression weights were used since they allow the researcher to compare directly the relative effect of

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each independent variable on the dependent variables (Hair, Black, Babin, Anderson, & Tatham, 2006). Table 5 presents the standardized regression estimates and allows us to examine the direct association between the study constructs.

Table 5. Standardized Regression Estimates

Hypothesis	Relationship	Proposed effect	Path Coefficient	t	P-Value	Remarks
H1	Local Culture Orientation → Attachment → Consumer Intention	+	0.109	0.558	0.578	Not accepted
H2	Social Influence → Attachment → Consumer Intention	+	0.15	2.619	0.010	Accepted
H3	Motivation →Attachment → Consumer Intention	+	0.88	3.099	0.003	Accepted
H4	Perception →Attachment → Consumer Intention	+	0.313	3.585	0.001	Accepted
H5	Attitude →Attachment → Consumer Intention	+	0.136	1.763	0.081	Accepted
H6	Local Culture Orientation → Hallyu attractiveness → Attachment → Consumer Intention	+	0.099	0.990	0.325	Not accepted
H7	Social Influence → Hallyu attractiveness → Attachment → Consumer Intention	+	0.336	2.567	0.016	Accepted
H8	Motivation → Hallyu attractiveness → Attachment → Consumer Intention	+	0.22	3.062	0.003	Accepted
H9	Perception → Hallyu attractiveness → Attachment → Consumer Intention	+	0.606	3.512	0.001	Accepted
H10	Attitude → Hallyu attractiveness→ Attachment → Consumer Intention	+	0.52	2.446	0.016	Accepted

*** significance by p<0.01.

The data presented in Table 5 shows the results of the multiple regressions, which were used to learn more about the relationships between the independent and dependent variables, indirectly mediated by Hallyu's attractiveness. Hypotheses H1 and H6 are rejected because the relationships between the

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variables are week (p>0.05). This means that:

H1: Local cultural orientation does not impact the attachment to, and the consumption intention of, Korean cultural products.

H6: Local cultural orientation does not impact the attachment to, and the consumption intention of, Korean cultural products when mediated by Hallyu's attractiveness.

The other hypotheses (H2 to H5 and H7 to H10) are accepted based on the strong association (p<0.05) between the variables social influence, motivation, perception, and attitude, which strongly impact attachment and consumer intention, including when mediated by Hallyu's attractiveness.

6. Conclusions

The purpose of this study was to determine the impact of consumer behavior factors on Hallyu consumption in four Latin American countries—Argentina, Chile, Costa Rica, and Mexico—by conducting a thorough analysis of the literature on consumer behavior and Hallyu's attractiveness, attachment, and consumer intention/purchasing intention. A research framework was suggested to better understand these phenomena.

The major findings of the study indicate that the overall set of independent variables is associated with the dependent variable. The in-depth analysis revealed that social influence, motivation, perception, and attitude are strongly associated with attachment and consumption intention when mediated by Hallyu's attractiveness.

We also found that local cultural orientation is weakly associated with attachment and consumption intention when mediated by Hallyu's attractiveness. We may thus say that the cultural factor has not had a significant impact on Hallyu consumption intention, while social and psychological factors may sway the consumer in favor of Korean cultural products in Latin American countries.

The local culture's orientation and its elements (values, language, myths, customs, rituals, and laws), which shape and form people's behavior, seem not to have an impact on the attachment fans feel toward Hallyu and their consumer intention. According to the results, local cultural orientation was not a factor that might sway the consumer behavior of Hallyu fans. Even when fans were shaped by the local culture, this did not influence the consumption of Korean cultural products.

Furthermore, the local culture's orientation, which can be translated into the values and beliefs a person has been exposed to, did not have a direct effect on individuals' buying patterns, especially when it was mediated by Hallyu's attractiveness. This was particularly true of price (affordability), quality, and availability.

It can be assumed that local cultural orientation might have a negative impact on Hallyu fans' attachment and consumer intention. If Hallyu fans were local culture-oriented, the consumption of Hallyu should be decreasing in Latin American countries; instead, it is increasing and gaining popularity. Therefore, Hallyu fans might not be influenced by local culture, even though Hallyu can be defined as a hybrid cultural phenomenon that contains both local and extra-local cultural elements.

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Note

Note 1. In future, we can consider design of experiment in order to find that which factor impacts more on response variable. The Taguchi based orthogonal array design will be implemented to find which factors affects more on the response variable. (Dar and Anuradha2018a, 2018b, Dar and Amerada 2020).