THE IMPACT OF K-POP DIGITAL MARKETING COMMUNICATION STRATEGY ON INDONESIAN GEN Z'S DAIRY PURCHASE INTENTION BEHAVIOR

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Keyword	Abstract
Celebrity Endorsement, Dairy Product, Digital Marketing Communication, Gen-Z, K-Pop	*This research aims to examine the influence of digital marketing communication strategies employed by Ultra Milk Make Your Move (Ultra Milk MYM), including celebrity endorsement and sales promotion, on the purchase intentions of Generation Z. The study addresses the context of the Indonesian dairy industry, where milk consumption remains relatively low compared to other countries. By exploring the marketing efforts of Ultra Milk MYM and its utilization of ITZY K-Pop musical group celebrity endorsers and promotional activities via digital platforms, this research seeks to shed light on their effectiveness in stimulating interest and driving purchase intentions among the younger generation. Drawing upon the theory of premiums and contests as effective promotional tools, this study investigates the impact of these strategies on brand perception and the generation of customer databases. The K-Pop celebrity endorser factor and the sales promotional strategy by using premiums and contests showed significantly influence the Gen Z to purchase the dairy product. The findings of this research provide valuable insights for both marketers and the dairy industry in enhancing milk consumption and catering to the needs and preferences of Generation Z in Indonesia by using the K-Pop popularity among them. These instructions give you basic guidelines for preparing papers for ICEISS 2023. Use the same font and size given in this template for each section. Abstract is in English covering the central issues of the study, the objectives, the methods/approaches and the results of the study.*

INTRODUCTION

Milk, as stated by the Secretary of the Director General of PKH, Makmun, is one of the animal protein sources that possesses high nutritional value for human needs and contributes to the development of a quality workforce for national progress. However, milk consumption in Indonesia remains significantly lower compared to other countries, as reported by Indonesian data, with a decline observed in September 2021. Consequently, the government and milk producers in Indonesia have been striving to increase milk consumption by promoting both liquid and powdered milk products. One such company engaged in milk production in Indonesia is PT Ultrajaya Milk Industry Tbk, also known as Ultra Milk. Ultra Milk frequently engages in product marketing, particularly through the social media account, Instagram Ultra Milk Make Your Move (Ultra Milk MYM), specifically aimed at the Indonesian youth to encourage positive activities and self-inspiration. The current competition among milk producers is intense due to the presence of various milk products in the market, such as Frisian Flag, Greenfields, Indomilk, and others. To remain competitive, Ultra Milk MYM continuously develops its marketing strategies by employing celebrity endorsers and capitalizing on the Hallyu Wave, the global phenomenon of South Korean

culture. According to Korea.net, the Hallyu Wave refers to the global popularity of South Korean culture. Consequently, in 2022, Ultra MYM became the first local milk producer to collaborate with ITZY, a fourth-generation girl music group from South Korea.

In addition to celebrity endorsement, Ultra MYM employs sales promotion techniques, including premiums and contests. The use of premiums emphasizes the word "free" that communicates low cost or giving more benefits messages and serves as a powerful sales promotion tool. Premiums can capture the attention of the brand message and act as strong motivators for sales since everyone enjoys receiving something for free. Another promotional tool of contests can attract attention to the brand message and aid in collecting customer databases, such as names, addresses, inquiries, and more (Duncan, 2005). Therefore, this study aims to investigate the influence of Ultra Milk MYM's marketing strategies, namely celebrity endorsement and sales promotion, on the purchase intentions of Generation Z. By examining the impact of marketing strategies employed by Ultra Milk MYM, this research contributes to the understanding of their effectiveness in stimulating purchase intentions among Generation Z. The findings of this study will provide valuable insights for marketers and the dairy industry to enhance milk consumption and effectively cater to the preferences of the younger generation.

Figure 1. Instagram Content of Ultra Milk Make Your Move with ITZY Celebrity Endorsers

Credibility plays a crucial role in shaping consumer perceptions and behaviors towards celebrity endorsers. This study explores the concept of credibility as the tendency to believe and trust someone who is deemed trustworthy. Drawing upon the works of Shimp (2010) and Clow & Baack (2018), this research focuses on the impact of celebrity endorser credibility on purchase intentions, specifically considering the dimensions of trustworthiness and expertise. The study investigates the role of credibility in establishing an emotional connection between the audience and the endorsed brand, with a particular emphasis on the effects of trustworthiness and expertise on purchase intentions. The research utilizes empirical data from a sample of participants and employs statistical analysis to examine the relationships between celebrity endorser credibility and purchase intentions. Credibility is a fundamental construct in consumer behavior, reflecting the inclination to trust and believe in individuals perceived as trustworthy

(Shimp, 2010). Celebrity endorsers have emerged as powerful entities capable of fostering an emotional bond between the audience and the endorsed brand. Shimp identifies trustworthiness and expertise as two essential elements for measuring the level of credibility attributed to celebrity endorsers. The impact of celebrity endorser credibility on purchase intentions, particularly about trustworthiness and expertise, has been recognized in the literature (Kumar et al., 2022) and (Koay et al., 2021). Based on this research therefore, the first hypothesis (H1) of this study was then developed.

Consumers place significant trust in credible sources, and celebrity endorsers are no exception. Therefore, Clow and Baack have proposed indicators of celebrity endorser credibility, encompassing attractiveness, similarity, likeability, trustworthiness, and expertise. These dimensions serve as essential determinants in the perception of credibility and subsequently influence consumer purchase intentions. Understanding the effects of these credibility dimensions is vital for marketers and advertisers seeking to leverage celebrity endorsements to enhance brand perceptions and drive consumer behaviors. By examining the dimensions of trustworthiness and expertise, this study contributes to the existing literature on celebrity endorsements and provides practical implications for marketers aiming to maximize the effectiveness of their endorsement strategies.

Sales promotion, as defined by Shimp (2010), involves incentives (such as discounts or gifts) designed to encourage consumers, whether for business purposes or personal use, to make faster, more frequent, larger purchases, or to engage in desired behaviors as intended by the company. This study explores the two types of sales promotion; they are: consumer promotions (coupons, premiums, contests, sweepstakes, refund & rebates, sampling, bonus packs, and price-offs) and trade promotions (trade allowance, trade contests, trade incentives, and trade shows). Sales promotion plays a vital role in influencing consumer behavior by offering various incentives and special offers. This study focuses on two popular sales promotion techniques: premiums and contests.

Premiums refer to items or special offers received by consumers upon purchasing a certain quantity of products. On the other hand, contests require consumers to engage in activities, usually through a purchase, to be eligible as participants, with winners selected based on the best or most accurate responses (Clow & Baack, 2018). Premiums are designed to attract consumers by providing them with additional benefits or rewards. This study investigates the influence of premiums on Gen Z consumer purchase behavior, exploring the extent to which the presence of premiums affects the speed, frequency, and quantity of purchases. By analyzing younger consumer responses and perceptions, valuable insights can be gained into the effectiveness of premiums as a sales promotion tool. Contests present an opportunity for consumers to actively engage in promotional activities, often involving a purchase. This research examines the impact of contests on Gen Z consumer behavior, focusing on the motivational factors that drive participation and the subsequent effects on purchase intentions. By understanding the dynamics of contests as a sales promotion strategy, dairy product marketers can tailor their campaigns to maximize consumer engagement and conversion rates. Contests is a useful tool for attracting consumers by using natural needs such as curiosity, fun, self-evident, self-comparison with others because it can attract customer attention and keep it longer (Woźniakowski, 2018). Based on this study, the research has been developed the second hypothesis (H2) to understand how the sales promotional strategy such as premiums may affect the purchase intention behavior. And together with the celebrity endorser credibility factor as mentioned earlier, the third hypothesis (H3) will examine whether this premium strategy may affect simultaneously the purchase intention.

Figure 2. Premiums at Ultra Milk MYM Instagram

According to Kotler and Keller (2009), purchase intention emerges as an attitude or response towards an object that signifies consumers' desire to make a purchase. Similarly, Schiffman and Kanuk (2007) view purchase intention as a motivating force that influences an individual's attitude towards a specific product or brand. These conceptualizations emphasize the cognitive and affective dimensions of purchase intention, highlighting its significance in consumer behavior research. Priansa (2017) has proposed a classification of indicators that encapsulate the multifaceted nature of purchase intention. These indicators provide valuable insights into the different facets of consumer interest in making a purchase. The indicators include transactional interest, which reflects consumers' interest in engaging in a transactional exchange; preferential interest, which signifies consumers' preference for a particular product or brand; referential interest, which pertains to the influence of others' recommendations or references on purchase intention; and exploratory interest, which relates to consumers' curiosity and inclination to explore new products or brands.
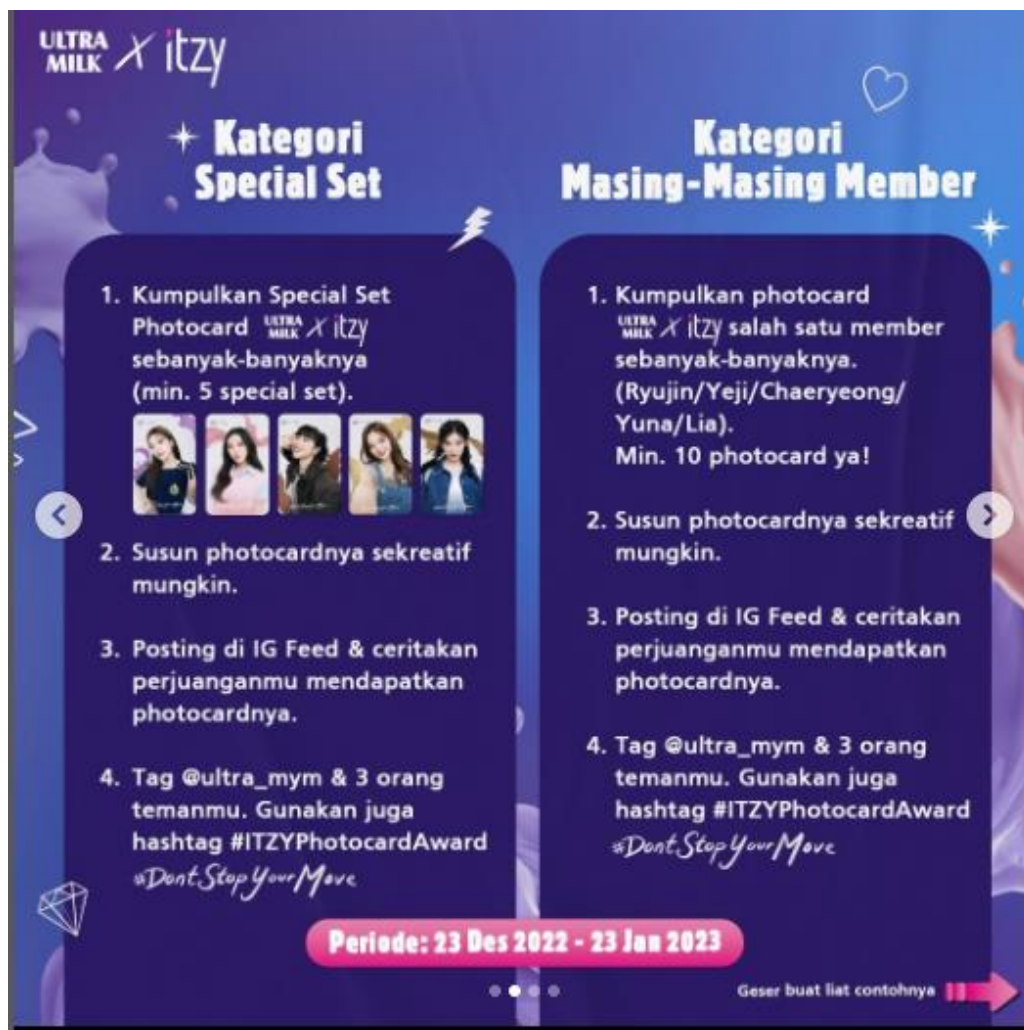
Figure 3. Contests at Ultra Milk MYM Instagram

Understanding these indicators contributes to a comprehensive understanding of purchase intention and its underlying motivations of Gen Z in their purchase behavior of dairy product. This research highlights the significance of purchase intention as a key determinant in consumer decision-making processes. Prior studies concludes that sales promotions and the credibility of celebrity endorsers significantly influence the purchase intention (Thehawijaya & Susilo, 2023; Nugroho & Iriani, 2020). By examining the conceptualizations of purchase intention and exploring its indicators, this study contributes to the existing literature on consumer behavior and provides valuable insights for digital marketers and practitioners of dairy product. Understanding the underlying motivations and indicators of purchase intention can guide marketing strategies and enable businesses to effectively target and engage their desired consumer segments, especially for younger generation who need to consume dairy products. This study uses the Elaboration Likelihood theory or in the form of a model, namely the Elaboration Likelihood Model (ELM) developed by Richard Petty and John Cacioppo (Littlejohn & Foss, 2009). This theory is a persuasion theory that studies when someone can be persuaded and not by a message. ELM tries to explain how one person processes messages in different ways.

METHOD
This study adopts a quantitative research approach to examine the impact of ITZY celebrity endorsers and sales promotions (contests and premiums) on Gen Z purchase intentions. A survey method was employed to collect primary data through distributed questionnaires, while secondary data was sourced from relevant books, journals, websites, articles, and documents. The

independent variables under investigation are celebrity endorsers and sales promotions, while the dependent variable is purchasing intention. The target population consisted of followers of the ITZY Indonesia fan page on Instagram (@wowfakta_ITZY). Based on the Slovin's formula calculation, the minimum sample size was 100 respondents. The sample size comprised 140 respondents who follow the ITZY fan page and fall within the Gen Z's age range of 17-26 years. Non-probability sampling, specifically purposive sampling technique, was utilized for sample selection. The collected data was assessed for validity and reliability using SPSS software version 29.0. Additionally, tests for normality, multi-collinearity, multiple linear regression, and coefficient of determination were conducted. Hypotheses were tested using the F-test and T-test. The influence of ITZY celebrity endorsers and sales promotions on consumer purchase intentions is a topic of significant interest in the field of digital marketing. By employing a quantitative research approach and utilizing various statistical techniques, this research seeks to provide valuable insights into the effectiveness of ITZY celebrity endorsers and contests as well as premiums promotions in influencing young segment consumer behavior. The analysis of the collected data will provide insights into the impact of ITZY celebrity endorsers and Ultra Milk MYM' sales promotions on purchase intentions among the target population. Regression analysis will be employed to determine the strength and significance of the relationships between the independent variables (celebrity endorsers and sales promotions) and the dependent variable (purchase intention). The findings will be presented and interpreted, providing meaningful insights into the effectiveness of these marketing strategies in influencing Gen Z consumer behavior.
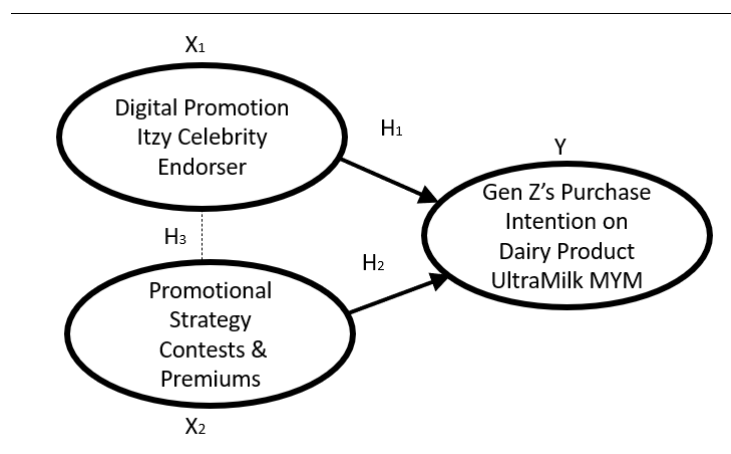

Figure 4. Research Model (Source: Author)

RESULTS

The questionnaire instrument was developed based-on Likert Scale of 1-5. Based on the Validity Test by using SPSS software, it was concluded that out of the 10 statements in variable X1 (Celebrity Endorser Credibility), 4 statements in X2 (Sales Promotion), and 9 statements in Y (Purchase Intention), exhibit a positive correlation ranging from 0.383 to 0.884, indicating that these statements were valid. The instrument was considered valid as the calculated R-value > 0.361 with a sample size (n) of 30 respondents. Further, the Cronbach's Alpha values for the 10 statements in variable X1 (Celebrity Endorser Credibility), 4 statements in X2 (Sales Promotion), and 9 statements in Y (Purchase Intention) range from 0.630 to 0.834. Based on these results, the instrument used to measure all variables can be considered reliable as they exhibit Cronbach's Alpha values (α) greater than 0.60.

After the validity and reliability test conducted, the study was using the instrument to acquire primary data and finally 140 valid respondents were acquired (exceeding the minimum sample requirement). The normality test was conducted to examine whether a regression model, whether the dependent variable, independent variables, or both, follows a normal distribution or not. The normality test is performed using the normal P-P plot of regression standardized

residuals. The study found that the normality was detected by testing against the diagonal axis, and if the data points align closely with the diagonal line, the regression model is considered to meet the assumption of normality. It can be observed that the data distribution (data points) spreads along the diagonal axis and the dispersion is close to the diagonal line. Therefore, it can be concluded that the data used in this research follows a normal distribution. This also implies that the regression model met the assumption of normality criteria (see Figure 3).
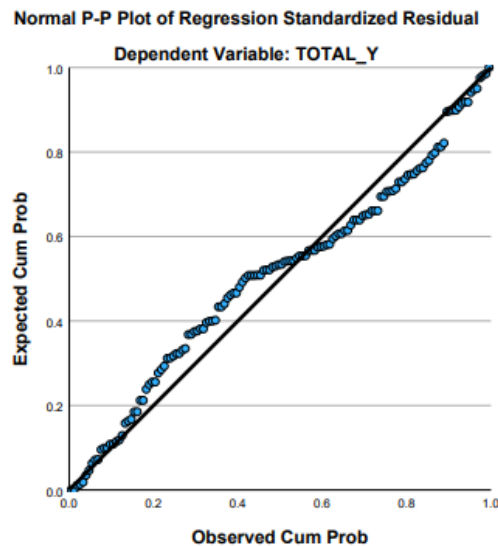

Figure 5. Normal P-P Plot of Regression Standardized Residual Result

The multi-collinearity test was conducted to examine whether there is a correlation among independent variables in a regression model. A good regression model should not exhibit correlation among the independent variables. The multi-collinearity test is assessed through the values of tolerance and variance inflation factor (VIF). If the VIF value is < 10, it indicates the absence of multi-collinearity. However, if the VIF value is > 10, it indicates the presence of multi-collinearity in the data. This study found that there was no presence of multi-collinearity among the two independent variables of ITZY celebrity endorser and sales promotional strategy of Ultra Milk MYM dairy product. It can be observed that the tolerance value for both independent variables was 0.773 > 0.10, and the VIF value was 1.294 < 10 (see Table 1).

Table 1. Multi-collinearity Test Result

	Coefficients [a]						
Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Standard Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	7.086	3.346		2.118	.036		
Celebrity Endorser's Credibility	.381	.094	.307	4.079	<.001	.773	1.294
Sales Promotion	.848	.149	.428	5.690	<.001	.773	1.294
[a] Dependent Variable: Purchase Intention							

The coefficient of determination (R^2) essentially measured the extent to which the model can explain the variation in the dependent variable. The value of the coefficient of determination ranges between zero and one. A low R^2 value indicates that the ability of the independent variable(s) to explain the dependent variable is very limited. An R^2 value of 0 means that the independent variable (X) has no ability to explain the dependent variable (Y). In contrast, the R^2 value of 1 means that the independent variable (X) fully explains the dependent variable (Y). The study found that its R^2 was 0.402. This means that 40.2% of the variation in purchase intention can be explained by the variation in both independent variables, namely the credibility of ITZY celebrity endorser and Ultra Milk MYM' sales promotion in the form of premiums and contests (see Table 2). Meanwhile, the remaining portion (100% - 40.2% = 59.8%) can be explained by other factors outside the model, such as: pricing strategy, product innovation, location, etc.

Table 2. Determinant Coefficient Test Result

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.634[a]	.402	.393	4.53548

[a]. Predictors: (Constant), X_2, X_1
[b]. Dependent Variable: Y

Regression analysis was conducted to measure the magnitude of the influence between the independent and dependent variables. If there is only one independent and dependent variable, the regression is referred to as simple linear regression. However, when there are multiple independent or dependent variables, it is called multiple linear regression. Multiple linear analysis is used to determine the direction and magnitude of the influence of independent variables on the dependent variable. The study found the regression equation was Y = 7.086 + $0.381X_1$ + $0.848X_2$ indicates that when variables X_1 and X_2 were held constant, the value of Y was 7.086 units. If variable X_1 increases by one unit, Y will increase by 0.381. Similarly, if variable X_2 increases by one unit, Y will increase by 0.848. The SPSS statistical computation of the multiple regression is presented in the Table 1.

Further statistical tests were conducted: T-test and F-test. The T-test statistic is essentially used to indicate the influence of independent variables on the dependent variable partially. The results of the T-test can be observed in the coefficients table under the sig (significance) column. Based on the Table 1, the calculated T-values for the variables X_1 and X_2, respectively, were 4.079 and 5.690. The significance values (sig.) were less than 0.001. The values obtained from the data analysis using SPSS version 29.0 indicated that the calculated T-values were greater than the critical T-value of 1.977, and the significance values were smaller than 0.05. This implies that those independent variables had a positive and significant influence. The F-test was then used to determine whether the coefficients of the independent variables collectively had a significant influence on the dependent variable. It was also used to test whether each of the independent variables had a significant impact on the dependent variable together, with a significance level (α) of 0.05. The F-test result can be shown in the Table 3 below. The obtained data from the F-test shows that the calculated F-value was 46.046 and the significance value (sig.) was less than 0.001. From this data, the study revealed that the calculated F-value was greater than the tabulated F-value of 3.06, and the significance value was smaller than 0.05. Therefore, the conclusion can be drawn from this result was that the independent variables of ITZY celebrity endorser and sales promotional strategy collectively had a significant influence on the dependent variable.

Table 3. F-Test Result

	ANOVA[a]				
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	1894.379	2	947.190	46.046	<.001[b]
	Residual	2818.164	137	20.571		
	Total	4712.543	139			

[a]. Dependent Variable: Y
[b]. Predictors: (Constant), X_2, X_1

DISCUSSION

The obtained coefficient for the variable "ITZY Celebrity Endorser's Credibility" (X1) with respect to the variable "Interest in Purchasing Ultra Milk Flavored Variants" (Y) was 4.079, and the significance value (sig.) was less than 0.001. From this result, the study can conclude that the credibility of ITZY as a celebrity endorser had a positive and significant impact on the interest in purchasing Ultra Milk flavored variants. This influence can be attributed to factors such as physical attractiveness and personality, similarity with idols, liking for their physical or personality traits, trust, and perceiving idols as experts in explaining the product. This was consistent with the peripheral route in the Elaboration Likelihood Model (ELM) theory framework, where the audience was directly influenced only by the Celebrity Endorser's credibility, either because simply they like them or because they were persuaded by their promotional communication message delivered to audiences through digital marketing platform of Instagram. The persuasion messages as conveyed through ETZY Celebrity Endorser would significantly influence the Gen Z purchase intention as supported in the previous research finding of Fink et al. (2020) and Kumar et al. (2022), furthermore this persuasion messages able to directly trigger buying interest of the Gen Z consumers without seeking further information, as supported by the ELM theory that the indication of individuals use the ELM's central route can be influenced by the credibility of the source. The higher the credibility, the more influenced the recipient of the message will be without considering existing arguments because they like the celebrity endorser or the person (Littlejohn & Foss, 2009).

Meanwhile, from the T-test for the variable X2 (Sales Promotion) on the variable Y (Interest in Purchasing Ultra Milk MYM Flavored Variants), the obtained T-value was 5.690, and the significance value (sig.) was less than 0.001. Apart from the persuasion message from the Celebrity Endorser's credibility, there is also a persuasion message from the Sales Promotion strategy variable. After knowing the credibility of the Celebrity Endorser, the audience is not immediately influenced and has an interest in buying, but they look for information that is beneficial and suits with their needs, such as Premiums that are free and Contests that have attractive prizes. This requires efforts to find more information regarding the prize-winning conditions that must be followed through peripheral route as explained in the ELM theory. Furthermore, this result supports the research findings by previous researches from Foubert et al. (2018) and Woźniakowski (2022). From this finding, it can be concluded that there was a positive and significant influence of sales promotion communication, specifically Premiums and Contests, on the Gen Z's purchase interest. In the F-test, the data obtained for the variables X1 and X2 on the variable Y were 46.046 and less than 0.001 for its significance value (sig.). These values indicate that the calculated F-value was greater than the tabulated F-value of 3.06, and the significance value was smaller than 0.05. It can be concluded that simultaneously or collectively, the independent variables (ITZY Celebrity Endorser's Credibility and Sales Promotion) had a positive and significant effect on the dependent variable (Interest in Purchasing Ultra Milk Flavored Variants). Meaning that the presence of both communication strategies was effective to make a good impact toward the Gen Z buying behavior in purchasing the dairy product. As the implication of this research study, the marketing communication strategists may use the combination of more than one element of integrated marketing communications (IMC) to strengthen their campaign in penetrating its wider audiences or profitable target markets. Further, they also able to evaluate which IMC elements may contribute more significantly compared the other IMC to balance their promotional budget constraints.

CONCLUSION

Based on the data analysis and discussion conducted by the researcher to examine the impact of K-Pop Credibility as a Celebrity Endorser and Sales Promotion (contests and premiums) on the Purchase Intent of Ultra Milk Make Your Move Flavored Products among the ITZY fans, it can be concluded that:

1. Both the credibility of the celebrity endorser and sales promotion had a significant positive influence on purchase intent, both individually and collectively. It means that the marketing communication professionals shall pay attention to attract younger generation with K-Pop digital marketing strategy in-order to raise their interest to consume more dairy products.

2. The combined effect accounts for 40.2% of the total variation, while the remaining percentage can be explained by other variables. Other marketing mix elements, such as pricing strategy, other integrated marketing communications elements involvement, and market channels shall be taken into consideration.

3. This study suggests that the credibility of the celebrity endorser over the digital communication platform and the effectiveness of sales promotion communication play a crucial role in shaping the purchase intent among the Gen Z for Ultra Milk flavored dairy product.

This study can be utilized further as a reference for researchers who are interested in conducting similar research with the same object. It is encouraged to further explore the multi-dimensional or contexts of Celebrity Endorser's Credibility and Sales Promotion Strategies to gain a deeper understanding in a broader concept. Additionally, it is suggested that future research can be expanded by incorporating qualitative methods to examine the considerations of companies in implementing Integrated Marketing Communication (IMC) strategies. As for managerial implications, this research may assist FMCG managers or organizations in developing effective and efficient digital marketing strategies for their healthy product promotion. Additionally, companies or organizations should also understand with the changing trends in society, such as the current K-Pop or Hallyu Wave trend, in order to anticipate fierce competitions

ACKNOWLEDGEMENT

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