

# Evaluating the Impact of K-Pop Marketing Strategies and the Effect This Has Had on Generation Z

Shabrina Marchella Priadi

School of Business and Management, Bandung Institute of Technology, Bandung, Indonesia and Hull University Business School, University of Hull, Kingston upon Hull, United Kingdom

## Abstract

K-pop or Korean pop has become a global phenomenon that heavily influences brand loyalty and enthusiasm of its consumers. Accessibility of the internet around the world allows K-pop to be widely known to global community, as Generation Z plays an important role in contributing to K-pop idols' huge global achievements. K-pop entertainment companies initiated various unique marketing strategies that are not commonly implemented in global industry, making South Korea the only country that is capable to effortlessly execute niche marketing strategies, yet still able to capture the global market. The goal of this research was to evaluate the impacts of K-pop marketing strategies and measure which has the most significant influence on Generation Z. This endeavor uncovered that many of Generation Z discovered K-pop through YouTube, where K-pop music and its idol image drew their attention the most when they first became interested. YouTube has become the greatest influence factor on Generation Z's loyalty and enthusiasm compared to other marketing strategies. K-pop marketing strategies that have been rated by Generation Z were analyzed through one-way ANOVA and post hoc Bonferroni correction test in order to find the highest significant factor. The strong engagement relationship between Generation Z and K-pop idols on YouTube is comprehensible since digital content is very popular among this generation, in which they have higher social media consumption than other generations.

**Keywords:** Brand enthusiasm, brand loyalty, strategic marketing