

The BTS Effect: Assessing the Influence of Celebrity Endorsements on Consumer Purchase Intentions Using Structural Equation Model

Dr. Emmanuel Dotong¹, Jaecee Tanaya², Anna Collado³

Lyceum of the Philippines University – Manila

Abstract

Celebrity endorsements significantly influence consumer behavior, with BTS exemplifying this power within the global K-pop industry. Known for its vast international fan base and cultural impact, BTS transcends traditional marketing by connecting emotionally with audiences through social media and participatory fan culture. This study examines the “BTS Effect,” analyzing how BTS’s credibility—defined by expertise, trustworthiness, and attractiveness—affects consumer purchase intentions. Grounded in the Source Credibility Model, this research employs Structural Equation Modeling (SEM) to investigate BTS’s endorsement impact. Data collection includes a cross-sectional survey of respondents familiar with BTS, focusing on demographic factors and credibility dimensions. Descriptive and exploratory factor analyses validate these credibility dimensions, while SEM tests the relationships between BTS’s credibility, consumer perceptions, and buying intentions. This study provides practical insights for marketers, underscoring BTS’s effectiveness in cross-cultural contexts and highlighting the growing influence of K-pop on consumer decisions worldwide. Findings enhance theoretical frameworks on celebrity influence, offering strategies for companies aiming to leverage BTS’s appeal in diverse markets. By focusing on BTS, this research contributes to a nuanced understanding of celebrity endorsements and their unique role in shaping global consumer behavior in the digital age.

Keywords: Consumer Behavior, Cross-cultural Marketing, Fan Engagement, Source Credibility Model, Structural Equation Modeling