



The Hallyu Phenomenon and its Impact on Consumer Behavior: a Bibliometrics Analysis

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Abstract: The Hallyu phenomenon, also known as the Korean Wave, refers to the global popularity and influence of South Korean entertainment, including music (K-pop), TV dramas (K-Drama), movies (K-Movie), K-variety shows, fashion (K-Fashion), beauty (K-Beauty), and food (K-Food). This study aims to explore, examine, review research articles that discuss the relationship between the hallyu phenomenon and its impact on consumer behavior using manual and bibliometric analysis methods. The bibliometric study conducted was based on data from the Google Scholar database for the last five years (2018-2023). There were 1000 research articles published in that period. This study reviews various charts such as co-authorship analysis, co-occurrence analysis, Bibliographic coupling analysis. This study tries to summarize research developments related to the hallyu phenomenon and its impact on consumer behavior in order to be able to provide a brief description to stakeholders about this hallyu phenomenon on consumer behavior. This research is expected to be able to assist and develop future research directions related to the hallyu phenomenon and consumer behavior.

Key words: Hallyu Phenomenon, Korean Wave, Consumer Behavior, Bibliometric Analysis.

INTRODUCTION

Research Background

The Hallyu phenomenon or Korean wave has received massive attention from all corners of the world in the last two decades. The existence of Hallyu tends to be accepted by the public from various circles. This phenomenon is very impactful in everyday life, especially in the zenithial and millennial generations. The Hallyu phenomenon is characterized by various kinds of South Korean entertainment like music, drama, and variety shows that are beautifully combined so that the unique blend of traditional Korean culture and modern elements is able to appeal to a diverse global audience. In addition, advances in information technology such as social media, streaming platforms, and online communities have become a platform that facilitates the spread of South Korea's entertainment world globally. In other words, the enthusiasm shown by the public for Hallyu is very likely the cause of today's massive technological developments. South Korean government support has also been seen to be very active in promoting its culture, providing financial and infrastructural support to boost Hallyu's global reach. In many news articles, as can be reported from www.kumparan.com that The South Korean government firmly believes that the increasing interest in Korean pop culture overseas can benefit the country's export sector and the growing popularity of Korean pop culture can also increase the country's soft power, so in collaboration with government entertainment agency companies then provide full support in producing quality talent and promoting

them. popularized Hallyu on the global stage. When summarized, you could say that cultural attraction; advances in information technology and government support are some of the factors that make this hallyu phenomenon happen.

We can feel the Hallyu phenomenon in our daily life, especially for lovers of Korean culture, because over time Korean culture has been implemented in various dimensions of life, from *fashion*, make up, korean skincare, food, speech style, to language. The current Hallyu phenomenon influences the preferences of the global community in several ways, for example, people are increasingly aware of the use of Korean skincare and make-up products, Korean fashion, and even consumption of Korean food. Korean food like Kimchi, Bibimbap, Bulgogi and drinks like Soju, Bokbunjaju are served all over the world. Even slipping in the use of Korean in everyday life like *annyeong*, *saranghae*, *hyung*, and *hwaiting*.

The development and success of Hallyu to become one of the popular cultures in the world today is not just instantaneous but has gone through quite a long time. Hallyu's success then has a tremendous impact on consumer behavior as an example in Music and Fashion where The popularity of K-pop bands and Korean fashion trends have led to increased demand for related products, influencing consumer preferences and buying behavior. In the world of K-Pop there is one term that is very well known and growing rapidly throughout the world, namely the existence of a fanbase or K-Pop lovers/fans. The K-Pop fanbase is known to be large and loyal. These loyal fans usually consume any product that is then consumed by their idol or recommended by their idol. Apart from that, the fanaticism of these fans is also able to make a very striking difference from the way they behave as consumers. These consumers now do not only consume a product even at the same time they also act actively as ambassadors and communication channels for the products used by their idols. Apart from Music and Fashion, another impact has been in Tourism where the hallyu phenomenon has sparked a surge in tourism to South Korea, with fans eager to visit filming locations, attend concerts and experience the culture first-hand. The next impact may be related to Cosmetics and Beauty, hallyu has also contributed to the global popularity of Korean beauty products, where consumers are looking for skin care and makeup products used by their favorite Korean celebrities. Another impact is in Tourism where the hallyu phenomenon has sparked a surge in tourism to South Korea, with fans eager to visit filming locations, attend concerts and experience the culture first-hand. The next impact may be related to Cosmetics and Beauty, hallyu has also contributed to the global popularity of Korean beauty products, where consumers are looking for skin care and makeup products used by their favorite Korean celebrities. Another impact is in Tourism where the hallyu phenomenon has sparked a surge in tourism to South Korea, with fans eager to visit filming locations, attend concerts and experience the culture first-hand. The next impact may be related to Cosmetics and Beauty, hallyu has also contributed to the global popularity of Korean beauty products, where consumers are looking for skin care and makeup products used by their favorite Korean celebrities.

Research purposes

Much research related to the hallyu phenomenon or the Korean wave has been carried out related to marketing, such as research from Yun (2009) which found that China was the first country to experience the emergence of the Hallyu phenomenon and then Hallyu spread widely. Then research related to Hallyu cultural content which influences the intention to visit Korea (Han & Cho, 2017), besides that research on the intention to buy Korean products and Hallyu image has a positive effect on the intention to buy Korean products (Kim et al, 2013). Although research related to the hallyu phenomenon has been widely carried out, research on bibliometric analysis of the hallyu phenomenon and its impact on consumer behavior is still rarely researched. Therefore,

This study aims to conduct a bibliometric analysis of the "hallyu phenomenon" and its impact on "consumer behavior" by combining the mapping results using VOSviewer software. This research is expected to help and become a reference for researchers in conducting and determining research topics to be taken, especially those related to the hallyu phenomenon and its impact on consumer behavior.

LITERATURE REVIEW

Hallyu/Korean Wave

According to Pramadya and Oktavian (2016), the Korean wave refers to the extent to which South Korean cultural products spread in forms such as music, film, food, fashion, and language that are accepted by consumers. According to Nye et al. (2013), the Korean Wave is a phenomenon of "the increasing popularity of all things Korean, from fashion and film to music and food, or the Korean Wave, encompassing global awareness of various aspects of South Korean culture.", including film and TV, particularly K -Drama, K-Pop, K-Language and K-Food". The Korean Wave has grown and continues to develop today, even becoming a global phenomenon that can never be separated from social media. It is said that since the early 2000s, the Korean Wave is an influential global phenomenon, greatly influencing contemporary culture, the music industry, film, television and the behavior of various people around the world (Dal Yong Jin, 2012). Meanwhile, according to Kim & Kyöng-t'ae (2012), Hallyu has succeeded in touching the emotions of fans, which creates a positive Hallyu image; this can influence consumer behavior in buying interest, which can support purchasing decisions. Hallyu's success has benefited the South Korean economy, not only through cultural export but also by capitalizing on the popularity of idols. The Korean Wave stems from the rise of Korean drama and music, driven by the ease with which audiences can access these items for free. Korean dramas and music tell a lot about Korean culture itself, such as clothing styles and products used, lifestyle and behavior. According to Kim & Kyöng-t'ae (2012), Hallyu has succeeded in touching the emotions of fans, which creates a positive Hallyu image; this can influence consumer behavior in buying interest, which can support purchasing decisions. Hallyu's success has benefited the South Korean economy, not only through cultural export but also by capitalizing on the popularity of idols. The Korean Wave stems from the rise of Korean drama and music, driven by the ease with which audiences can access these items for free. Korean dramas and music tell a lot about Korean culture itself, such as clothing styles and products used, lifestyle and behavior. According to Kim & Kyöng-t'ae (2012), Hallyu has succeeded in touching the emotions of fans, which creates a positive Hallyu image; this can influence consumer behavior in buying interest, which can support purchasing decisions. Hallyu's success has benefited the South Korean economy, not only through cultural export but also by capitalizing on the popularity of idols. The Korean Wave stems from the rise of Korean drama and music, driven by the ease with which audiences can access these items for free. Korean dramas and music tell a lot about Korean culture itself, such as clothing styles and products used, lifestyle and behavior. This can influence consumer behavior in buying interest, which can support purchasing decisions. Hallyu's success has benefited the South Korean economy, not only through cultural export but also by capitalizing on the popularity of idols. The Korean Wave stems from the rise of Korean drama and music, driven by the ease with which audiences can access these items for free. Korean dramas and music tell a lot about Korean culture itself, such as clothing styles and products used, lifestyle and behavior. Driven by the ease with which viewers can access these things for free. Korean dramas and music tell a lot about Korean culture itself, such as clothing styles and products used, lifestyle and behavior. Driven by the ease with which viewers can access these things for free. Korean dramas and music tell a lot about Korean culture itself, such as clothing styles and products used, lifestyle and behavior.

Consumer behavior

Schiffman and Kanuk (2000) use the term consumer behavior to define the behavior that consumers engage in when searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behavior is fundamentally about understanding why consumers do what they do. From this it can be concluded that consumer behavior includes all actions, activities and psychological processes of consumers who take these actions before buying

products and services, during purchase, use, consumption and after doing the things above or evaluating promotional activities. Schiffman and Kanuk (2000) propose that the study of consumer behavior is the study of how an individual makes decisions about the use of available resources (time, money, work, and energy). In simple terms, the study of consumer behavior includes the following: What do consumers buy? Why do consumers buy it? When do consumers buy it? Where do consumers buy it? How often do consumers buy it? Consumer behavior also includes disposing of products that are no longer used. Solid waste such as iron, metal and plastic poses serious environmental problems. Different products produce different by-products after using the product. Trash can be in the form of paper, metal, plastic, cans and others. When consumers are increasingly aware of environmental problems, producers must develop environmentally friendly products so that the waste they produce does not exacerbate environmental problems. Manufacturers must develop a variety of environmentally friendly packaging to make it easier for consumers to protect the environment. Sumarwan (2011: 5) states that the discipline of consumer behavior is a branch of social science that uses research methods from the disciplines of psychology, sociology, economics and anthropology to study human behavior as consumers. Consumer behavior research consists of three perspectives, namely the decision perspective, experience perspective, and influence perspective. These three perspectives have a strong impact on the mindset and identification of factors that influence consumer behavior. Economics and anthropology to study human behavior as consumers. Consumer behavior research consists of three perspectives, namely the decision perspective, experience perspective, and influence perspective. These three perspectives have a strong impact on the mindset and identification of factors that influence consumer behavior. economics and anthropology to study human behavior as consumers. Consumer behavior research consists of three perspectives, namely the decision perspective, experience perspective, and influence perspective. These three perspectives have a strong impact on the mindset and identification of factors that influence consumer behavior.

Bibliometric analysis

Bibliometric (bibliometric) analysis or methods, sometimes also called scientometrics, are part of the research evaluation methodology and it is possible to carry out a bibliometric analysis of various literatures produced by different methods (Ellegaard & Wallin, 2015). The bibliometric method is a method of measuring literature using a statistical approach that includes the application of quantitative analysis ("Using Bibliometrics: A guide to evaluating research performance with citation data," 2008). Bibliometric mapping is beneficial to both the scientific community and the general public because it can help turn publication metadata into maps or visualizations that are easier to manipulate to gain useful insights, for example by visualizing related keywords, identify specific research topics or clusters. It then maps the affiliation of the authors of certain journals to determine the geographic scope of the journal, and maps institutional and international collaborations as part of a framework for identifying new technologies (Tanudjaja & Kow, 2018).

Research Model

Bibliometric analysis has several benefits and purposes, such as: 1). Recognize trends and patterns in research areas: This analysis can help identify trends and patterns in a particular research area by analyzing published data in that area. This can help researchers understand the current state of the subject and identify suitable areas for further research; 2). Measuring the impact of a publication or author: With the help of bibliometric analysis, the influence of a particular publication or author can be measured by analyzing citation data and other influence indicators; 3). Comparing the productivity of different research groups: With this technique, the productivity of different research groups can be compared by analyzing data on the quantity and quality of their publications; 4). Evaluation of journal quality and impact: With the help of bibliometric analysis, the quality and efficiency of journals can be evaluated by analyzing information about the number and quality of publications and the number of citations received; 5). Identify key players and research areas in this field: This method can help identify key players and research areas in the field by analyzing author data and publications in the field (reported from www.ascarya.or.id).

The research model in this study is through the bibliometric research workflow presented in Figure 1 as follows:

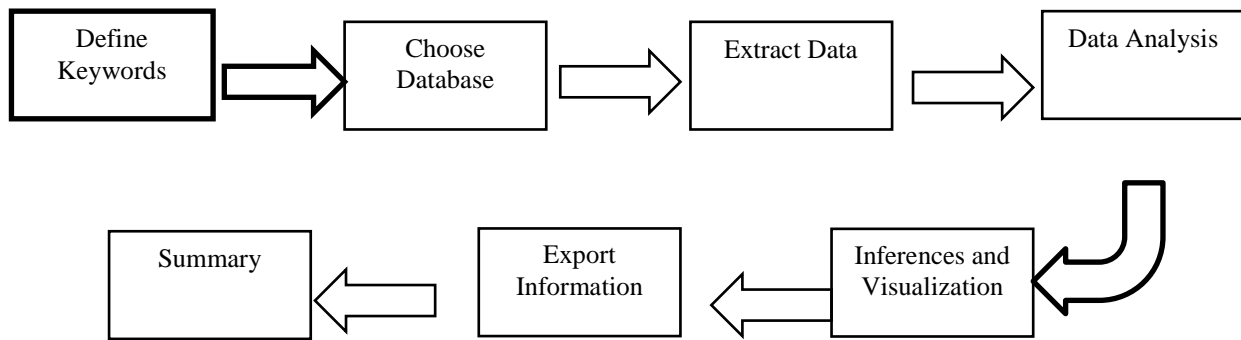


Figure 1. Research Model - Bibliometric Research Workflow

Source: Literature reviews, 2023

RESEARCH METHODOLOGY

The article data used in this study is research data from articles published in Google Scholar indexed journals. Use of Google Scholar because Google Scholar can be used free of charge. Apart from using Google Scholar, you can also use the Scopus database, but using the paid Scopus is quite difficult to access. However, in future studies it would be better to use the Scopus database. The Publish or Perish application is used in this study for information management. For more detailed information, use VOSviewer to search the literature. The search terms used in this research are "hallyu phenomenon" and "consumer behavior" to search for information or public publications based on title, keywords, and abstract criteria.

RESULTS AND DISCUSSION

To be able to analyze the bibliometrics, the researcher first collected research metadata through the Harzing application *Publish or Perish*, can be seen the results obtained regarding the topic of discussion in this study namely The Impact of the Hallyu Phenomenon on Consumer Behavior for the last five years 2018 – 2023 is presented in table 1 below:

**Table 2. Research Data via the Harzing app
Publish or Perish Year 2018 – 2023**

Citation metrics	
Publication year	2018-2023
Citation years	5(2018-2023)
Papers	1000
Citations	3666
Cites/year	733.20
Cites/papers	3.67
Authors/papers	1.74
h-index	28
g-index	47
hi, norm	17
hi, annual	3.40
hA-index	16
Papers with ACC >=1,2,5,10,20	216,153,79,34,14

Source: Literature Reviews, 2023

There are 1000 articles that can be evaluated according to the research topic. The articles obtained are then stored in *.ris format. so that the data can be visualized, used and analyzed in the form of

bibliometric analysis maps. The data obtained from this database source is then mapped in the following formats network visualization, overlay visualization and density visualization.

Co-authorship analysis is used to look for the relationship between different studies based on the research papers produced by the researcher. Online collaboration is a tool to indicate the direction of collaboration and identify leading researchers and research institutions (E Fonseca et al, 2016). Contributor network analysis can contribute to solutions and make a significant contribution to the development of science (Morel et al, 2009).

Selected	Author	Documents	Citations	Total link strength
<input checked="" type="checkbox"/>	qxin chen	4	6	8
<input checked="" type="checkbox"/>	yi wang	4	6	8
<input checked="" type="checkbox"/>	david low	2	13	4
<input checked="" type="checkbox"/>	l. eagle	2	13	4
<input checked="" type="checkbox"/>	m. a. saleem	2	13	4
<input checked="" type="checkbox"/>	j. paul	4	103	3
<input checked="" type="checkbox"/>	nisreen ameen	2	73	3
<input checked="" type="checkbox"/>	sameer hosany	3	78	3
<input checked="" type="checkbox"/>	a. agnihotri	2	23	2
<input checked="" type="checkbox"/>	jeff galak	2	13	2
<input checked="" type="checkbox"/>	julian givi	2	13	2
<input checked="" type="checkbox"/>	k. beesabathuni	2	0	2
<input checked="" type="checkbox"/>	mohammad soliman	2	30	2
<input checked="" type="checkbox"/>	s. bhattacharya	2	23	2
<input checked="" type="checkbox"/>	viju mathew	2	30	2
<input checked="" type="checkbox"/>	yana manyuk	2	0	2
<input checked="" type="checkbox"/>	j. peck	2	41	1
<input checked="" type="checkbox"/>	reto felix	2	20	1
<input checked="" type="checkbox"/>	s. shu	2	5	1
<input checked="" type="checkbox"/>	allan i. kimmel	3	12	0

Figure 2. Co-authorship analysis results

Source: Literature Reviews, 2023

From the picture above, it can be seen through the co-authorship analysis where the author's co-authorship is analyzed to determine collaborative networks and authors who make a significant contribution to the field through their collaboration. Connections represent the number of times the researcher has collaborated with other researchers. The term “total link strength” refers to the strength of the researcher's shared relationship with other researchers. Where it was found that Sameer hosany, misreen ameen, j.pauldan reto felix have a good relationship and have made a significant contribution to their collaborative research.

Co-occurrence analysis can reveal research topics statistically. Co-occurrence analysis only counts paired data in one acquisition unit. The more often there are pairs between two keywords, the more closely they are related to each other. To reveal the structure and development of the research field, various methods of word analysis can be applied, based on the word matrix which consists of factor analysis, cluster analysis, multivariate analysis, and social network analysis. This method is useful for researchers to examine the general description of the subject. Therefore, it plays an important role in recognizing the value of academic discipline (Buzydlowski, 2015; Chen et al, 2016).

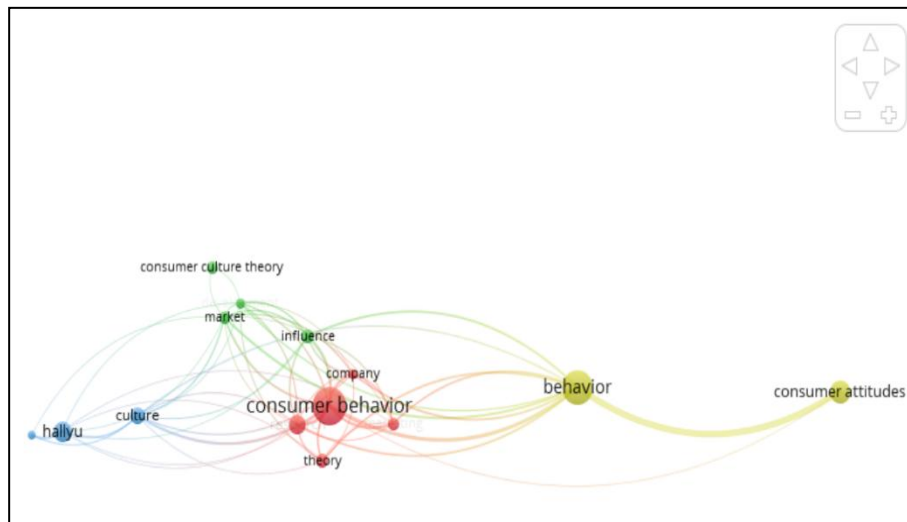


Figure 3. Co-occurrence analysis results

Source: Literature Reviews, 2023

From the presentation in the picture above, several identified keywords with the top appearance are consumer behavior, behavior, consumer attitudes, hallyu, culture, theory, influence, company, and market and consumer culture theory. With these results obtained, more research is needed to understand the concept and expand the literature related to this research topic.

Bibliographic coupling analysis, in contrast to direct citation analysis, which results in a taxonomy, bibliographical link analysis shows what researchers are working on, as research fields change from year to year as researchers make discoveries and shift their focus to different research problems (Klavans & Boyack, 2017) Bibliographical link analysis is a method of grouping technical and scientific documents that makes it easy to convey scientific information and search for documents (Jarneving, 2007).

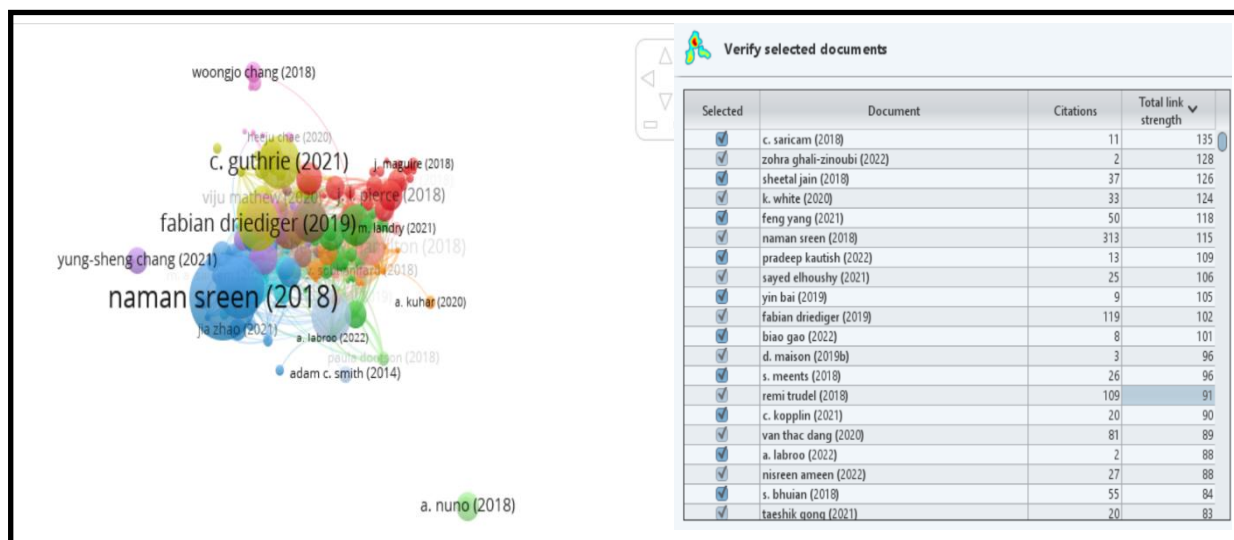


Figure 4. Bibliographic coupling analysis results

Source: Literature Reviews, 2023

The figure above shows how the research is linked to the bibliography. The numbers illustrate that the wider the circles, the more bibliographical links there are. The results of this study indicate that C.Saricam's research in 2018 has the largest total link strength (TLS), namely 135, with 11 citations. Following TLS, the top 10 articles are shown in the Table image above.

CONCLUSION

The purpose of this research is the integration of the VOSviewer software regarding the hallyu phenomenon and its impact on consumer behavior. By using the Harzing reference management tool *Publish or Perish* to collect article data. Information received with the keywords hallyu phenomenon and consumer behavior both subject, title, keywords and abstract are some of the bibliographical information used in this study. This study found 1000 related articles published between 2018 and 2023. The results of this study indicate that the number of hallyu phenomenon articles and their impact on consumer behavior has increased throughout the years between 2018 and 2023 but then not much has been discussed about the impact of the hallyu phenomenon itself on consumer behavior. So that more research is needed to understand the concept and expand the literature related to this research topic. This research topic will later be able to have implications for Business and Marketers such as expanding global targets because we know that hallyu has opened new markets for the South Korean entertainment, fashion, beauty and food industries, providing opportunities for businesses to expand their reach. In addition to selecting global celebrities, collaborating with Korean celebrities has become an effective marketing strategy for brands aiming to capitalize on the influence of the Korean wave on the global stage. Furthermore with regard to culture, businesses must understand and respect the cultural nuances associated with hallyu in order to engage effectively with consumers and avoid potential controversies. provide opportunities for businesses to expand their reach. In addition to selecting global celebrities, collaborating with Korean celebrities has become an effective marketing strategy for brands aiming to capitalize on the influence of the Korean wave on the global stage. Furthermore with regard to culture, businesses must understand and respect the cultural nuances associated with hallyu in order to engage effectively with consumers and avoid potential controversies. provide opportunities for businesses to expand their reach. In addition to selecting global celebrities, collaborating with Korean celebrities has become an effective marketing strategy for brands aiming to capitalize on the influence of the Korean wave on the global stage. Furthermore with regard to culture, businesses must understand and respect the cultural nuances associated with hallyu in order to engage effectively with consumers and avoid potential controversies.

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