

# The Impact Of Media Exposure On The Admiration Of K-POP Artists Among Thai Teenagers In Bangkok

**Khomson Suebsaeng\***

St Theresa International College, Nakhon Nayok, Thailand.

Received: 22 July 2020, Revised, Accepted: 11 September 2020, and Published: 9 October  
2020

---

## **Abstract**

The objectives of this research are to study the extent of media exposure on Thai teenagers in Bangkok, their admiration of K-POP artists, and the influence of media exposure on their admiration. This research is a quantitative research. The statistical tools used in this research consist of mean, standard deviation, and multiple regression analysis. Research results showed that (1) the overall level of media exposure of Thai teenagers was very high. When considering individual aspects, experience receptivity and information receptivity were found to be very high. (2) The overall level of admiration for K-POP artists was very high, along with each individual aspects considered separately. (3) Information seeking, information receptivity and experience receptivity were found to have an influence on their admiration, with a forecasting coefficient of 60.70% ( $R^2 = 0.607$ ), which can be written in the form of a linear equation as follows:  $Z$  Thai teenagers' admiration for K-POP artists =  $.386 Z$  Information receptivity +  $.239 Z$  Information seeking +  $.250 Z$  Experience receptivity

**Keywords:** Media exposure, K-POP, Thai teenagers' admiration for K-POP artists

## **Background Information**

Nowadays, communication is borderless. Events occurring in one country can be communicated swiftly to other countries. An important distribution channel enabling information to be communicated within a short time and with a widespread impact is the media itself [8, 9, 10]. South Korea understands and utilizes the nature of the media and borderless communication to create and introduce a large number of cultural products to the market. This includes movies, dramas, music, games, novels, and animations. These cultural products are the cause of the Korean Wave, or the Korean Wave Fever, not only in Korea itself but also to other countries, including Thailand [7, 8].

The process of building fandoms [3, 4, 9] and active access to the nature of Korean media have caused teenagers from different countries to admire Korean cultures, such as K-

POP culture, which has drawn great admiration from Thai teenagers. Examples that demonstrate the success of marketing strategies, which are responsive to consumers, include Blackpink, GOT7, etc. [7, 2]. However, brand loyalty [10] might not be the only factor contributing to the Korean wave. Korea might have additionally implemented a marketing strategy through the process of media exposure on the target audience [1]. In order to understand the reason behind the success of the Korean wave, the researcher believes that in Thailand, there should be a study on media exposure factors which has an influence on the admiration of K-POP artists among Thai teenagers in Bangkok.

Research results will be beneficial not only to those concerned with cultural product development of Thailand, the development of Thai artists, advertisement strategies, and communication strategies, but also to educational institutions in developing courses related to communication arts, digital media, digital content, and other curriculums, in order to meet the needs of consumers.

### **Research Objectives**

1. To study the level of media exposure on Thai teenagers in Bangkok.
2. To study the level of admiration for K-POP artists among Thai teenagers in Bangkok.
3. To study the media exposure factors which has an influence on the admiration of K-POP artists among Thai teenagers in Bangkok?

### **Research Methodology**

This research is a quantitative research. The population consisted of 2,000 Thai teenagers in Bangkok, Thailand, who has a passion for K-POP artists in 2020.

The sample group consists of 322 Thai teenagers in Bangkok who has an admiration for K-POP artists. The number of samples was obtained from the Craigie and Morgan table. The samples were selected through stratified sampling, with the educational levels used as a criterion for stratification.

Variables used in the study

#### 1. Independent variable

The independent variable was the media exposure on Thai teenagers. The researcher adopted Becker's (1979) concept of media exposure, which consisted of 3 factors, including information seeking, information receptivity, and experience receptivity.

#### 2. Dependent variable

The dependent variable was the admiration for K-POP artists. The researcher integrated the concept of McCutcheon et. al. (2010) and McQuail (1994) [5,6], which consisted of 4 elements: 1) the admiration for the artist's work, 2) the closeness to artists through various communication channels, 3) the physical attractiveness of the artist, and 4) the unique characteristics of the artist.

Research instrument and statistics

The instrument used was a questionnaire created by the researcher with a discriminant index between .406 and .834, and a reliability index of .85. The statistics used in the research

consisted of mean, standard deviation, and multiple regression tests. The study period was between November 2019 - June 2020.

## Research Results

The researcher presented the findings as follows:

### 1. Media exposure of K-POP artists on Thai teenagers in Bangkok

#### 1.1 Teenagers' overall media exposure

The overall media exposure consists of 3 aspects of exposure, the results of which are presented in Table 1 below.

Table 1. Media exposure on Thai teenagers in Bangkok relating to K-POP Artists, overall and according to the individual aspects of exposure (N=322).

Aspects of media exposure	Mean	S.D.	Behavioural Level
Information seeking	4.467	.3837	High
Information receptivity	4.564	.4044	Very high
Experience receptivity	4.575	.4134	Very high
Total	4.535	.3541	Very high

According to the data presented in Table 1, the behavioral level of media exposure on Thai teenagers were very high (mean = 4.535). With regards to the 3 individual aspects of media exposure, both experience receptivity and information receptivity were at a very high level (in descending order), while information seeking was at a high level.

#### 1.2 Thai teenagers' media exposure with regards to the individual aspects

The details on teenagers' media exposure with regards to the individual aspects are shown below in Table 2.

Table 2. Thai teenagers' media exposure with regards to 3 individual aspects (N=322).

Aspects	Mean	S.D.	Behavioural Level
Seeking information from social media	4.562	.4969	Very high
Seeking information from print media	4.375	.4850	High
Seeking information from television media	4.465	.4996	High
Overall information seeking	4.467	.3837	High
Exposure to various interesting information	4.531	.4998	Very high
Exposure to specific information of particular interest	4.574	.4951	Very high
Exposure to new / different information	4.587	.4931	Very high
Overall information receptivity	4.564	.4044	Very high
Receiving experience aligning to one's own needs	4.605	.4894	Very high
Receiving experience which creates new perceptions	4.608	.4888	Very high
Receiving experience as a source of relaxation	4.512	.5006	Very high
Overall experience receptivity	4.575	.4134	Very high

Table 2 shows that for media exposure with regards to information seeking, Thai teenagers most frequently used social media, followed by television media, and lastly print media.

For information receptivity, they were most frequently exposed to information that was new or different, followed by specific information of particular interest, and lastly exposure to interesting information.

Regarding experience receptivity, it was found that they were most often open to experiences which creates new perceptions, followed by experiences aligning to their own needs, and lastly experiences which are sources of relaxation.

## 2. The Admiration for K-POP artists among Thai teenagers in Bangkok

Results on the admiration for K-POP artists among Thai teenagers in Bangkok are as follows:

### 2.1 Overall admiration for K-POP artists among Thai teenagers in Bangkok

The overall admiration consisted of 4 aspects, which are presented in Table 3.

Table 3. Overall admiration for K-POP artists among Thai teenagers in Bangkok and the individual aspects (N=322).

Aspects	Mean	S.D.	Level of Admiration
Admiration for the artist's work	4.558	.4019	Very high
Closeness to artists through various communication channels	4.518	.3882	Very high
Physical attractiveness of the artist	4.521	.4072	Very high
Unique characteristics of the artist	4.585	.3986	Very high
Total	4.546	.3323	Very high

According to Table 3, it was found that the overall admiration for K-POP artists among Thai teenagers was at a very high level (mean = 4.546). When considering each individual aspect, it was found that for every individual aspect, admiration was also at a very high level. Placed in respective order, starting from the unique characteristics of the artist, admiration for the artist's work, the physical attractiveness of the artist and the closeness to artists through various communication channels.

### 2.2 The admiration for K-POP artists among Thai teenagers in Bangkok, according to the individual aspects.

The admiration for K-POP artists among Thai teenagers in Bangkok according to the 4 individual aspects, as presented in Table 4.

Table 4. The admiration for K-POP artists among Thai teenagers in Bangkok, according to the individual aspects (N=322).

Aspects	Mean	S.D.	Level of Admiration
Admiration for the melody and song lyrics	4.627	.4842	Very high
Admiration for the singing style	4.534	.4996	Very high
Admiration for the dancing style	4.512	.5006	Very high
Overall admiration for the artist's work	4.558	.4019	Very high
Available channels to message or conversate with artists via social media.	4.515	.5005	Very high
Opportunities to meet the artist in person, taking pictures or attending a concert	4.590	.4925	Very high
Available channels to keep up with the news on activities or new projects in practice.	4.450	.4983	High
Closeness to artists through communication channels	4.518	.3882	Very high
Artist's physical appearance	4.540	.4991	Very high
Artist's outfits	4.481	.5004	High
Artist's lifestyle	4.543	.4988	Very high
Overall physical attractiveness of artists	4.521	.4072	Very high
Adorability, liveliness	4.583	.4936	Very high
Effort and diligence in training	4.580	.4942	Very high
Ideas which are beneficial to society	4.593	.4920	Very high
Overall uniqueness of artists	4.585	.3986	Very high

Table 4 demonstrates the 4 different aspects relating to Thai teenagers' admiration for K-POP artists as follows.

Regarding the unique characteristics of the artist, Thai teenagers mostly appreciated artists with ideas beneficial to the society, followed by their adorability and liveliness, and lastly their efforts and diligence during rehearsals.

As for the admiration of the artist's work, it was found that Thai teenagers appreciated the melody and song lyrics the most, followed by artists' singing style, and lastly their dancing style.

With regards to the artist's physical attractiveness, it was found that Thai teenagers admired the artist's lifestyle the most, followed by the artist's physical appearance, and lastly the artist's outfits.

Regarding the closeness to artists through communication channels, the data reveals that Thai teenagers had the highest level of admiration for opportunities to meet the artists in person, such as taking pictures or attending a concert, followed by available channels to send messages or talk to artists via social media, and available channels to keep up with the news on activities or new projects in practice was ranked last.

### 3. The study on media exposure factors influencing Thai teenagers' admiration for K-POP artists

An analysis of the effect of media exposure factors on the admiration for K-POP artists among Thai teenagers in Bangkok, using multiple regression analysis, is presented in the following Table 5.

Table 5. Results of the multiple regression analysis of the effects of media exposure factors on Thai teenagers' admiration for K-Pop artists (N=322).

<b>Independent variable (predictor)</b>	<b>b</b>	<b>Beta</b>	<b>t</b>	<b>p</b>
Information receptivity	.317	.386	6.284	.000
Information seeking	.207	.239	5.230	.000
Experience receptivity	.201	.250	4.170	.000
Constant	1.255		8.277	.000
R = 0.779    R <sup>2</sup> = 0.607    F = 163.829    p value <0.000				

The data in Table 5 indicates that each of the media exposure factors had a statistically significant effect on Thai teenagers ( $p < 0.01$ ), consisting of information receptivity ( $\beta = 0.386$ ), information seeking ( $\beta = 0.239$ ), and experience receptivity ( $\beta = 0.250$ ).

Research results revealed that the value of  $R^2 = 0.607$ , indicating that the coefficient of forecasting efficiency of the 3 aspects of media exposure (information receptivity, information seeking and experience receptivity) which has an effect on Thai teenagers' admiration for K-POP artists, constitutes to 60.70%. The remaining 39.30% of the forecasting efficiency which was not accounted for is due to other variables which are not included in the study.

Based on the statistical values of the coefficients for all 3 independent variables, a formula can be written in the form of a linear equation, derived from multiple regression analysis, to predict the admiration for K-POP artists as follows:

### Linear equation

Thai teenager's admiration for K-POP artists = 1.255 + .317 (information receptivity) + .207 (information seeking) + .201 (experience receptivity)

An equation in the form of standard score can be written as:

Z Thai teenagers' admiration for K-POP artists = .386 Z information receptivity + .239 information seeking + .250 Z experience receptivity

### Conclusion

The results of the study can be summarized as follows:

1. For the overall media exposure on Thai teenagers, it was found that there was a very high level of media exposure. When considering each aspect, it was found that there were 2 aspects with a very high level of media exposure, and these are experience receptivity and information receptivity, while information seeking had a high level of media exposure.

Regarding experience receptivity, Thai teenagers were most frequently exposed to an experience which creates new perceptions, with exposure to experiences as a source of relaxation ranking last.

Regarding information receptivity, Thai teenagers were exposed most frequently to new or different information, and least frequently exposed to various interesting information.

Regarding information seeking, Thai teenagers were exposed most frequently to information from social media, and least frequently exposed to information from print media.

2. The overall admiration for K-POP artists among Thai teenagers, or according to each individual aspects, were all at a very high level, with the highest admiration being the artist's unique characteristics, followed by the artist's work, the artist's physical attractiveness, and closeness to the artist through communication channels, respectively.

Regarding the admiration for the unique characteristics of an artist, the aspect that Thai teenagers appreciated most was artist's ideas which were beneficial to the society, and the admiration for effort and diligence in training was ranked last.

Regarding the admiration for the artist's work, the melody and song lyrics were appreciated by Thai teenagers most, while the dance style was appreciated least.

Regarding the admiration for artist's physical attractiveness, Thai teenagers admired the artist's lifestyle most, and their outfits least.

Regarding the admiration for closeness to artists through communication channels, Thai teenagers appreciated opportunities to meet the artists most, and available channels to follow the news on the artist ranking last.

3. According to the study on the effect of media exposure factors on the admiration for K-POP artists among Thai teenagers in Bangkok, Thailand, it was found that all three media exposure factors had an effect on admiration as follows:

The three media exposure factors influencing Thai teenagers' admiration for K-POP artists, consisting of information receptivity ( $\beta = 0.386$ ), information seeking ( $\beta = 0.239$ ), and experience receptivity ( $\beta = 0.250$ ), constitutes to a forecasting coefficient of 60.70% ( $R^2 = 0.607$ ). The forecast can be written in the form of a linear equation as follows:

Thai teenagers' admiration for K-POP artists = 1.255 +.317 (information receptivity) +.207 (information seeking) +.201 (experience receptivity)

An equation can also be written in the standard score form as follows:

Z Thai teenagers' admiration for K-Pop artists = 386 Z Information receptivity +.239 Z Information seeking +.250 Z Experience receptivity

## Discussion of Results

Data analysis conducted on the study showed that the overall media exposure, experience receptivity, and information receptivity of Thai teenagers were at a very high level. This reflects the fact that Thai teenagers have developed their media exposure for the better. Therefore, university administrators and administrators for curriculums related to communication arts or digital media should focus more on media creation, such as curriculum development to support information receptivity, experience receptivity, and building basic content knowledge which responds to the needs of teenagers.

On the other hand, although information seeking was at high level, suggesting that Thai teenagers have a high level of exposure, it is still lower than experience receptivity and information receptivity. This shows that there is a slow development of teenagers' search for

information, and educational institution administrators at all levels should accelerate the emphasis on the importance of seeking information for teenagers.

### **Recommendations**

Recommendations for applying the research results:

Based on the research results, Thai teenagers' very high level of overall Media exposure, along with Experience Receptivity, especially in the aspect of experiences creating new perceptions, points to the fact that Thai teenagers are seeking for new experiences which aligns with the rapidly changing world. Therefore, curriculum administrators involved with communication arts or digital media should try to emphasize the importance of media which can create experiences, leading to new perceptions.

Thai teenagers' very high level of admiration for K-POP artists and their unique characteristics, especially in the aspect of ideas which are beneficial to the society, indicates that the concept of volunteerism is all the more important for the development of quality artists and also social awareness among consumers. Therefore, Thai record labels and content creators must urge to develop the concept of volunteerism among artists.

According to the study, it was found that all three media exposure factors had an effect on Thai teenagers' admiration for K-POP artists, with a forecasting coefficient of 60.70%. This demonstrates that good media exposure management plays an important role in the success of artists to a certain extent. That is, in order to create quality Thai artists and for them to gain popularity following K-POP artists, all related parties must combine their efforts to systematically develop art and performance, which will then help them to achieve a higher level of success.

### **Recommendations for further research:**

As mentioned earlier in the findings, the forecasting coefficient for the effects of media exposure on Thai teenagers' admiration for K-POP artists constitutes to 60.70%, with the remaining 39.30% unaccounted for, due to other variables which were not included in the study. Therefore, further research should be conducted to find out what other factors or variables are responsible for K-POP artists admiration among Thai teenagers, in order to further increase the forecasting efficiency.

### **References**

- [1] Becker, L. B. (1979). The Measurement of Gratifications. **Communication Research**. 6(1): 54-73
- [2] Burcher, N. (2012). **Paid, Owned, Earned: Maximizing Marketing Returns in a Socially Connected World**. London: Kogan Page.
- [3] Fiske, J. (1992). **The Cultural Economy of Fandom**. New York: Routledge.



- [4] Jenson, J. (1992). **Fandom as Pathology: The Consequence of Characterization**. New York: Routledge.
- [5] McCutcheon, L. E., Lange, R., & Houran, J. (2010). Conceptualization and Measurement of Celebrity Worship. **The British Psychology and Society**, 93(1): 67-87.
- [6] McQuail, D. (1994). **The Media Audience- Alternative Concept of The Audience. An Introduction of Mass Communication Theory**. London: Sage.
- [7] Phuekkasem, A., Sampattavanija, P. (2020). Korean Idol Preference Scales and Consumers' Response towards Brands. **Journal of Public Relations and Advertising**. 13(1): 127-140.
- [8] Preedachaschavaan, P., Sakdivorapong, C., Satitwityanan, S. (2013). Acceptance and Behavioral Imitation of Korean Culture from Korean Entertainment Media among Thai Teenagers. **Panyapiwat Journal**. 5(1): 17-30.
- [9] Puncreobutr, V. and Sarachaicharan, A. (2016). Brand Loyalty of Fans Towards the Buriram United Football Club. **Cognitive Social Science eJournal**. 8(91): 1-6. May31, 2016.
- [10] Puncreobutr, V and Sawanggirawit, A. (2016). Choices of being exposed to the news, Needs of the consumer exposed to the News Programs, Assessment of the quality of the news broadcasted on Digital Television from the consumer in Bangkok, Thailand. **Cognition & the Arts e Journal**. 8, 18: June 1, 2016.