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Study of K-pop Success Factors by Analyzing Fan Behaviors

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SUMMARY OF MASTER'S DISSERTATION

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Title

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Abstract

The purpose of this research is to study fan behaviors using Korean pop as a case study. The factors are obtained from in-depth interviews (qualitative analysis) and evaluated quantitatively by using a questionnaire and Bayesian Belief Network. The online questionnaire was responded by 325 Thai Korean pop fans.

This research focuses on content creation of Korean pop rather than business strategies. The inclusion of content and other relating factors, such as social effect, generates insights into fan behaviors and factors affecting fans liking of Korean pop more than analyzing Korean pop from marketing strategies point of view alone. As most of the studies related to Korean pop focus mainly on business strategies, this research provides new insights.

The results of this research will help understand fans preferences and develop business strategies accordingly. Additionally, as fans themselves were also part of the non-fan population before; their preferences could be indicative of the general non-fan population. Thus, this research also aims to use the results as implications for future marketing strategies to expand and grow the Korean pop fan base or be used in other related fields.

The results from the questionnaire, indicates that content affects "fans degree of liking" the most when compared to social effects and the product's availability. Inside the factor of content, appearance and personality of artists are more important sub factors than other sub factors e.g. lyrics or melodies. In addition, the number of years a person has been a fan is correlated with the amount of spending on Korean pop products.

Key Word (3 words)
K-pop, fan behavior, Content attractiveness