

THE SOCIAL MEDIA EFFECT: HOW K-POP FANS ARE DRIVEN BY SOCIAL INFLUENCE AND COMMUNITY NORMS

Muhammad Amirul Asyraaf Roslan*, Nurul Amelina Nasharuddin, Masrah Azrifah Azmi Murad
Faculty of Computer Science and Information Technology, University Putra Malaysia, 43400
Serdang, Selangor, Malaysia
*amirulasyraaf@gmail.com

Received Date:4/8/2024

Accepted Date:10/9/2024

Published Date:30/10/2024

Abstract

This study investigates the impact of Social Influence on the Behavioural Intention to use social media among K-pop fans, utilising a qualitative approach grounded in the Unified Theory of Acceptance and Use of Technology (UTAUT). Social media has become an integral platform for K-pop fans, fostering interaction, content sharing, and community building. We focused on Social Influence, one of UTAUT's key constructs, to understand how peer pressure, community norms, and influencer endorsements drive social media engagement in this context. Data were collected through systematic observations of social media activities and posts by prominent K-pop fan accounts. The analysis revealed that peer pressure significantly motivates fans to participate in activities such as voting, streaming, and sharing content, driven by the desire to conform to group expectations. Community norms were evident in coordinated efforts to achieve collective goals, such as streaming targets, which reinforce shared values and behaviours. Influencer endorsements from well-known fan accounts further amplified participation, as followers were more likely to engage in actions promoted by trusted figures. These findings provide significant insights into Social Influence's critical role in technology adoption within fan-driven communities. The study offers practical implications for marketers and social media platforms to leverage Social Influence in designing targeted engagement strategies. Limitations include the focus on publicly available content, which may not capture private interactions, and the subjective interpretation of social media posts. Future research should explore longitudinal and comparative studies to deepen understanding of Social Influence in various fan communities.

Keywords: *K-pop, Social Media, Social Influence, Behavioural Intention, Technology Acceptance, UTAUT.*

1.0 Introduction

K-pop, which stands for Korean pop music, has become a global cultural phenomenon, captivating fans everywhere with its energetic music, intricate dance moves, and impressive visuals. A significant part of K-pop's success is its enthusiastic fans, who engage in various activities to support their favourite artists. Social media is crucial in this landscape, providing fans a platform to connect, share content, and be part of the larger K-pop community.

As K-pop continues to grow worldwide [1], it is important to understand what encourages fans to engage on social media. While many studies have examined social media use in different areas [2-4], there has been limited research on how Social Influence affects K-pop fans' behaviour. Social Influence, which includes factors like peer pressure [5], community norms [6], and support from popular figures such as social media influencers [7], plays a key role in shaping how fans use social media.

This study aims to investigate how Social Influence impacts K-pop fans' intentions to use social media. It will look at how factors such as peer pressure, community norms, and the influence of social media influencers affect fans' activities on these platforms. The goal is to gain a better understanding of what drives fan engagement in the K-pop industry.

This research is important for several reasons. First, it enhances our understanding of Social Influence in relation to technology use, particularly within fan communities. Second, the findings can provide valuable insights for marketers, social media platforms, and entertainment companies, helping them develop better strategies to connect with K-pop fans. Lastly, this study will lay the foundation for future research on fan culture and social media interactions, allowing for a deeper exploration of these topics.

The following sections of this paper will include a review of relevant literature, an explanation of the research methods used, a presentation of the findings, and a discussion of their implications. Through this comprehensive approach, the study aims to emphasise the significant role of Social Influence in shaping the social media behaviours of K-pop fans.

2.0 Literature Review

2.1. Theoretical Framework

The Unified Theory of Acceptance and Use of Technology (UTAUT) was formulated by synthesising eight existing models that examine how individuals accept and engage with new technologies. This integrated approach provides researchers with valuable insights into users' thoughts and feelings regarding the adoption of various technological innovations [8]. It addresses the complexities of user behaviour by identifying key factors that influence whether individuals will embrace new tools and systems.

UTAUT identifies four primary factors that significantly affect technology acceptance: Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions. Performance Expectancy refers to the degree to which using the technology is perceived to enhance job performance. Effort Expectancy involves the perceived ease of use associated with the technology. Facilitating Conditions pertain to the resources and support available to use the technology effectively. Finally, Social Influence reflects the degree to which individuals feel that important others believe they should use the new technology, as explained by Venkatesh et al. [8]. These constructs work together to provide a comprehensive understanding of the factors that can either promote or hinder technology adoption.

In 2012, UTAUT underwent an update, evolving into UTAUT2 [9]. This version expanded upon the original framework by incorporating additional variables, particularly in the context of consumer technology. UTAUT2 introduced constructs such as Hedonic Motivation (the fun or pleasure derived from using the technology) and Price Value (the cost-benefit ratio perceived by users), thereby enhancing the model's applicability to various technology domains.

Both UTAUT and UTAUT2 consider gender, experience, and age as important moderating factors that may influence the relationships between the identified predictors and users' Behavioural Intentions. For example, younger users may have different performance expectations or effort expectations compared to older users, which can affect their likelihood of adopting a new technology. This nuanced understanding helps researchers and practitioners tailor their approaches to different demographic groups, ensuring that technology implementations are more effective and user-friendly.

Moreover, both theories place a strong emphasis on actual usage behaviour as a critical outcome, seeking to understand not just the intentions behind technology acceptance but also how these intentions translate into real-world usage. This focus on behaviour aligns with the goal of providing actionable insights for businesses and organisations looking to promote new technologies.

The overarching aim of UTAUT and UTAUT2 is to illuminate the factors that impact technology acceptance, emphasising the need for simplicity and reliability in technology design and implementation [10]. By recognizing the external factors that influence user behaviour, decision-makers can make more informed choices about which technologies to adopt and how to facilitate their use within their organisations or communities [11, 12]. This understanding is crucial not only for enhancing user satisfaction but also for ensuring that technology investments yield positive returns in terms of productivity and engagement. Figure 1 shows the UTAUT and UTAUT2 framework.

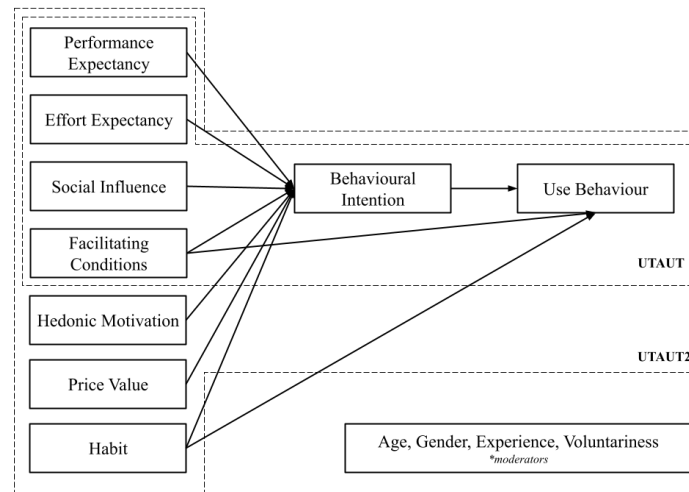


Figure 1. UTAUT and UTAUT2 framework.

UTAUT and its updated version, UTAUT2, provide a comprehensive framework for understanding technology acceptance. By identifying key factors and considering demographic influences, these theories offer valuable guidance for researchers and practitioners aiming to foster a more technology-friendly environment.

2.2. Social Influence in Technology Adoption

Social Influence has consistently been shown to be a powerful predictor of whether individuals adopt and utilise new technologies. Research indicates that people are significantly more likely to start using new technologies when they perceive that important figure in their social circles—such as friends, family, or colleagues—support or recommend these technologies [8, 13]. This phenomenon highlights the importance of social validation in the decision-making process regarding technology adoption. When individuals see their peers actively engaging with a new tool or platform, it creates a sense of trust and reassurance, making them more inclined to follow suit.

Social Influence plays a crucial role in shaping technology adoption behaviours, especially in environments where social connections are vital. The endorsement and participation of peers can significantly enhance an individual's willingness to embrace new technologies, creating a supportive ecosystem that fosters engagement and community involvement. This dynamic is especially evident in fan communities, where the shared passion for K-pop and the desire to connect with others amplify the effects of Social Influence on technology use.

2.3. Gaps in the Literature

Despite the growing popularity of K-pop and how much fans use social media, there is still a big gap in understanding what makes K-pop fans want to interact on these platforms. This gap is especially clear when looking at how fans' intentions to use social media relate to Social Influence within K-pop fandom. While Social Influence is known to be important for adopting new technology in general, more research is needed to fully understand its role and effects on K-pop fans' social media use.

A recent study by Mohd Jenol and Ahmad Pazil [14] points out that K-pop artists' ongoing production of content and the sharing of user-created content on social media help boost their fame and recognition. Their research investigates why K-pop fans create and promote content on social media, showing that fans work together in a culture where they actively make media and take on leadership roles in their fan communities.

The V Live app allows K-pop idol groups from different entertainment companies to connect with fans through live streaming. This feature lets viewers comment and react in real-time during broadcasts. Even though V Live has been around for almost five years and has seen steady growth in users and revenue, most current research focuses on other live streaming services like Periscope, Twitch, and Afreeca TV. As a result, there is not much research on V Live from the user's perspective [15].

To fill this gap, this study will focus on user-level research about social media, specifically looking at how Social Influence affects K-pop fans' intentions to use social media platforms. By applying theories about technology acceptance to the context of fan communities, this study aims to better understand what drives K-pop fans to use social media.

2.4. Social Influence in the Context of K-pop Fandom

According to social cognitive theory, social norms and their effects are outside factors that shape how people act [16]. Social Influence is a type of outside motivation that can lead to Behavioural Intention [17]. Muhammad et al. [18] found that Social Influence can have a positive effect on the intention to use social media. Other studies show that Social Influence helps users adopt and use technology more effectively [19-21].

Factors like celebrity influence, connections with friends, norms within fan communities, the presence of influencers, fandom events, official announcements, fear of missing out, and the need for validation are all expected to contribute to Social Influence among K-pop fans on social media [5-7]. These social factors affect K-pop fans' actions and choices, encouraging them to actively use social media platforms related to their fandom. Therefore, Social Influence is expected to have a strong and positive effect on the intention to use social media. Based on this, the following hypothesis is proposed:

H1: *SI* has a significant effect on *BI* to use social media among K-pop fans.

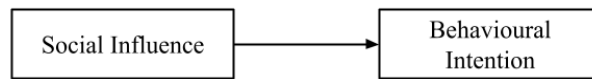


Figure 2. Research Framework.

3.0 Methods

3.1. Research Design

This study uses a qualitative research design, specifically an observational approach, to look at how Social Influence affects K-pop fans' intentions to use social media. Observational research involves collecting and analysing data by watching how participants behave in their everyday environments. In this study, the researcher will observe and analyse K-pop fans' activities on social media to understand their usage patterns, what content they prefer, and how they interact within online communities.

3.2. Participants

The participants in this study are K-pop fans who actively use social media for K-pop-related activities. They will be selected through purposive sampling, focusing on individuals who identify as K-pop fans and regularly use social media platforms like X. The goal is to include a diverse group of participants based on how long they have been using their social media accounts, the number of followers they have, and their level of engagement with the fandom. Table 1 provides details about the selected accounts for this study.

TABLE 1
Participants details.

Username	User ID	Account creation	Total followers
ENHYPEN UPDATES	@enhypenupdates	02/2017	1,300,000
CODE7	@code7vt	08/2021	4,521
N/A	@itgirlismz	03/2021	2,236
xo, domi	@_en_tertaining	09/2022	1,355
Salms	@heeslovesme	10/2018	2,356

3.3. Data Collection

Data collection for this study will mainly involve observing participants' social media accounts and activities over a set period. The researcher will carefully watch and record the content that participants post, including text posts, photos, videos, comments, likes, and shares related to K-pop. These observations will be done in a non-intrusive way, meaning the researcher will not interact directly

with the participants. This approach aims to capture their natural behaviours and interactions in the online environment.

3.4. Data Analysis

Data analysis in this study will use qualitative content analysis to find themes, patterns, and trends in the K-pop fans' social media activities. The researcher will examine the content observed to identify patterns in what types of content are posted, how often they are posted, engagement metrics (such as likes and comments), and interactions with other users or fan communities. Thematic coding will be applied to organise and categorise the observed data, helping to identify common themes and differences among the participants.

4.0 Results and Discussion

4.1. Themes of Social Influence 1: Peer Pressure

In K-pop fan communities, Social Influence plays a pivotal role in shaping behaviours and encouraging participation in various activities. Observational findings reveal that many fans exhibit behaviours that are significantly influenced by the actions of their peers [22]. For instance, when fans post about their involvement in streaming campaigns, it often leads to increased participation from others within the community. This phenomenon reflects a strong sense of community pressure, where the visibility of peer participation motivates others to join in and contribute to the collective effort [23].

The screenshots from Figure 3 and Figure 4 serve as potent examples of peer pressure within the Social Influence construct, especially in the context of K-pop fan engagement on social media. According to Figure 3, user @code7vt's post on X reminds followers to vote for their favourite artists, which is ENHYPEN (K-pop boy band), and encourages them to follow other group voting teams for updates. This not only highlights the importance of voting but also creates a sense of collective responsibility and urgency. Followers are implicitly pressured to participate in these voting activities to show their support and dedication, as failing to do so might be perceived as a lack of enthusiasm or loyalty towards the fan community [24]. The act of following other group voting teams further strengthens the network of peer influence, making it more likely that individuals will conform to the group's voting efforts. This kind of peer pressure fosters a strong sense of community, where the collective behaviour of voting becomes a norm that individuals feel compelled to adhere to in order to be part of the in-group.

Similarly, based on Figure 4, user @itgirlismz's post on X urging followers to reply with their Spotify accounts for view counting and to continuously stream newly released music videos underscores the peer pressure dynamic in Social Influence. By publicly asking followers to share their accounts and engage in streaming, the post creates a visible standard of behaviour that followers are encouraged to meet. This public call to action leverages the influence of peers, as individuals are more likely to participate when they see others doing the same [25]. The encouragement to keep streaming the latest music video adds to this pressure, as fans may feel the need to contribute to the collective streaming effort to ensure their favourite artist's success. This communal participation not only enhances individual engagement but also strengthens the overall fan community, as members work together towards common goals. Both posts exemplify how peer pressure within Social Influence can drive significant social media activity among K-pop fans, highlighting the powerful role of community dynamics in shaping individual behaviours.



Figure 3. Voting Instructions.

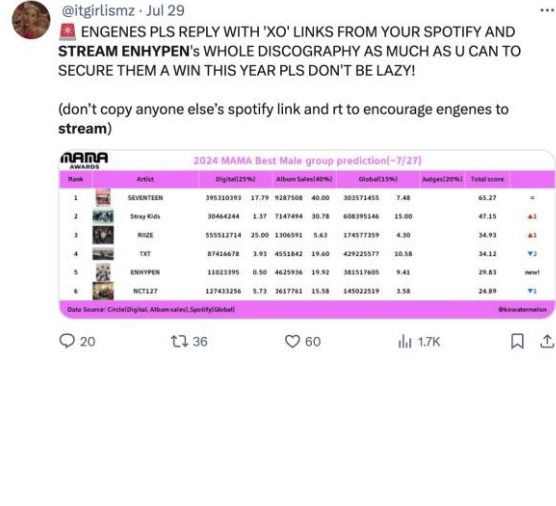


Figure 4. Music Video Streams.

4.2. Themes of Social Influence 2: Community Norms

In K-pop fan communities, posts and interactions often adhere to established community norms, which dictate acceptable behaviours and practices. These norms include celebrating significant events, such as idols' anniversaries, and participating in collective activities like streaming events. Fans who align their content with these norms tend to receive higher engagement [26], while those who deviate from these practices often find themselves receiving less positive interaction. These dynamic underscores the importance of conformity within the community, as adherence to shared practices fosters a sense of belonging and acceptance among fans [22].

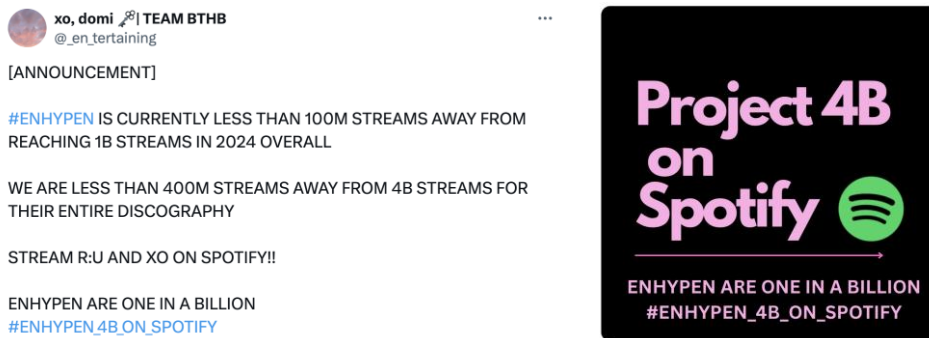


Figure 5. Stream Project.

Figure 5 shows a screenshot from @_en_tertaining announcing their upcoming project to achieve at least 400 million streams on Spotify for their favourite artist's new music release exemplifies the element of Community Norms within Social Influence. This announcement sets a collective goal for the fan community, establishing a shared standard of behaviour and expectation. By defining a specific target, @_en_tertaining is reinforcing the norm that supporting an artist through streaming is a valued and essential activity within the community [27, 28]. This creates a unified objective that fans are encouraged to participate in, fostering a sense of belonging and collective responsibility. The explicit mention of a numerical target also highlights the collective power and influence of the community, motivating individual fans to contribute to reaching the goal. As more members engage in streaming to meet this target, the behaviour becomes further ingrained as a normative action within the fan community, demonstrating how community norms can significantly drive social media engagement and support activities.

4.3. Themes of Social Influence 2: Influencer Endorsement

In K-pop fan communities, endorsements and posts from fan leaders or popular influencers play a crucial role in shaping fan behaviour and engagement. These influential figures often have a large following and command significant respect within the community, making their communications particularly impactful. When these influencers share information about upcoming events, such as voting drives or streaming campaigns, their posts tend to be widely shared and can lead to a substantial increase in fan participation and engagement.

For instance, when a well-known fan leader creates a post urging fans to participate in a voting event for their favourite idol or group, it frequently results in a noticeable spike in activity. Other fans are motivated by the endorsement from a trusted figure [29], prompting them to engage more actively in the event. These dynamic highlights the power of influence in driving collective action and fostering a sense of urgency within the community. Fans often feel a heightened sense of responsibility to participate when encouraged by someone they admire or trust. The screenshots from Figure 6 and Figure 7 provide compelling examples of Influencer Endorsement within the Social Influence construct.

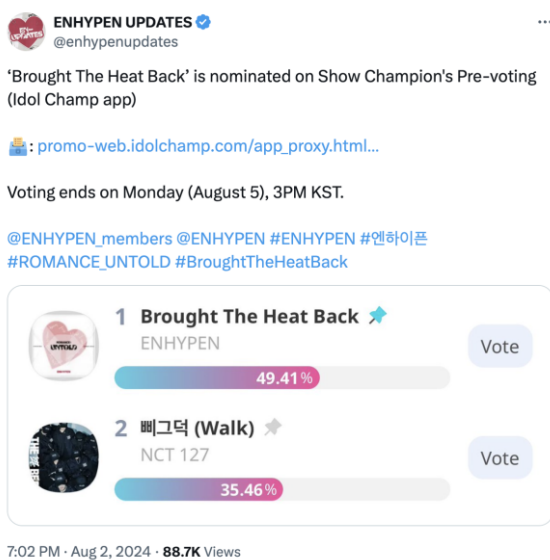


Figure 6. Vote Progress.



Figure 7. Donation Drive.

Figure 6 shows a screenshot from @enhyphenupdates post, a well-known user for frequently updating fans on ENHYPEN's activities, leverages their influence by sharing real-time voting numbers to ensure the group remains at the top of the music ranking charts. This practice not only informs fans but also creates a sense of urgency and motivation to participate in voting. As an established and trusted source within the community, their endorsement of voting efforts significantly boosts participation, as followers are more likely to engage in actions promoted by influential figures they trust and respect. Additionally, by reminding followers of the voting deadlines, @enhyphenupdates ensures sustained engagement and maximises the collective effort, supporting the claims on how influencer endorsements can effectively drive social media behaviour [30].

Figure 7 shows @heeslovesme's management of donation drives and charity initiatives demonstrates the power of influencer endorsement in mobilising fan action for social causes. By sharing images of their admin delivering meal boxes, @heeslovesme provides tangible proof of their initiatives' impact, thereby encouraging other fans to participate in future donation drives. The visual evidence of their efforts serves as a powerful endorsement, showcasing the positive outcomes of their campaigns and building trust within the community. This endorsement not only highlights the charitable contributions of the fanbase but also reinforces the norm of participation in social good, driven by the influence of respected community figures [31]. Both examples underscore how influencer endorsements can amplify social media engagement, fostering a culture of active participation and support within fan communities.

5.0 Conclusion

As recommended by Roslan et al. [32] to focus on K-pop fans' behaviour, this study has investigated the relationship between SI and BI to use social media among K-pop fans through a qualitative observational approach. This research provides significant insights into the role of SI in shaping K-pop fans' BI to use social media. Social media is a powerful source of information in the 21st century, gaining popularity globally due to its ease of use and accessibility [33]. As suggested by Bakar [34], social media platforms provide valuable data across society. Therefore, by employing a qualitative approach to analyse fans' social media activities, the study has demonstrated that SI—through peer pressure, community norms, and influencer endorsements—substantially drives fan engagement. The findings revealed how SI operates within K-pop fandoms, underscoring its critical role in social media engagement in fan-driven contexts.

Theoretically, this study enhances our understanding of Social Influence by providing qualitative evidence on its impact within specific fan communities, validating its importance as a determinant of social media usage. Practically, the insights gained offer practical value for entertainment companies and social media platforms. Strategies that harness Social Influence, such as collaborating with fan leaders and aligning with community norms, can enhance marketing effectiveness and increase fan participation. Additionally, recognizing the dynamics of peer pressure and community norms can aid in crafting initiatives that foster positive fan engagement and collaboration.

The study's focus on publicly available content may limit insights into private interactions and deeper aspects of Social Influence. Additionally, the interpretation of social media content is subject to researcher bias, despite systematic analysis efforts. Future research could address these limitations by conducting longitudinal studies to track how Social Influence evolves over time and comparing Social Influence dynamics across different fan communities to broaden the applicability of the findings.

6.0 Acknowledgement

We would like to extend our heartfelt gratitude to the editors and reviewers for their invaluable contributions to this research. Their insightful feedback and meticulous review have significantly enhanced the quality and clarity of our work. We deeply appreciate their time, effort, and expertise in guiding this paper to its final form. Thank you for your dedication and commitment to advancing academic research.

7.0 References

- [1] Hyundai Motor Company. "The power of K-pop," Hyundai Newsroom, 2020. [Online]. Available: <https://www.hyundai.com/worldwide/en/newsroom/detail/the-power-of-k-pop-0000000756>. [Accessed: Oct. 24, 2024]
- [2] Ramakrishnan, T., Ngamassi, L., & Rahman, S. (2022). Examining the factors that influence the use of social media for disaster management by underserved communities. *International Journal of Disaster Risk Science*, 13(1), 52-65.
- [3] Ma, G., Jiang, S., & Jia, J. (2022). Investigating the adoption of social media in the construction industry: empirical evidence from project teams in China. *Engineering, Construction and Architectural Management*, 29(10), 3948-3969.
- [4] Li, B., Hou, F., Guan, Z., & Chong, A. Y. L. (2023). The use of social media for a better world: roles of social experience, empathy and personal impulsiveness in charitable crowdfunding. *Information Technology & People*, 36(6), 2587-2610.
- [5] Miranda, M., Pereda, M., Sánchez, A., & Estrada, E. (2024). Indirect Social Influence and diffusion of innovations: An experimental approach. *arXiv preprint arXiv:2407.01106*.
- [6] Fu, H. (2024). Navigating the inception stage in online peer production communities: a comparative study on community building activities, user roles and interaction dynamics. *Online Information Review*.
- [7] Cheng, Y., Hung-Baesecke, C. J. F., & Chen, Y. R. R. (2024). Social media influencer effects on CSR communication: The role of influencer leadership in opinion and taste. *International Journal of Business Communication*, 61(2), 336-359.

- [8] Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425-478.
- [9] Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS quarterly*, 157-178.
- [10] Shoheib, Z., & Abu-Shanab, E. A. (2022). Adapting the UTAUT2 model for social commerce context. *International Journal of E-Business Research (IJEER)*, 18(1), 1-20.
- [11] Al-Sharafi, M. A., Al-Emran, M., Arpaci, I., Iahad, N. A., AlQudah, A. A., Iranmanesh, M., & Al-Qaysi, N. (2023). Generation Z use of artificial intelligence products and its impact on environmental sustainability: A cross-cultural comparison. *Computers in Human Behavior*, 143, 107708.
- [12] Al-Sharafi, M. A., Al-Qaysi, N., Iahad, N. A., & Al-Emran, M. (2022). Evaluating the sustainable use of mobile payment contactless technologies within and beyond the COVID-19 pandemic using a hybrid SEM-ANN approach. *International Journal of Bank Marketing*, 40(5), 1071-1095.
- [13] Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35(8), 982-1003.
- [14] Jenol, N. A. M., & Pazil, N. H. A. (2020). Escapism and motivation: Understanding K-pop fans well-being and identity. *Geografia*, 16(4).
- [15] Kim, S., Hwang, S., & Kim, J. (2021). Factors influencing K-pop artists' success on V live online video platform. *Telecommunications Policy*, 45(3), 102090.
- [16] Abedini, A., Abedin, B., & Zowghi, D. (2024). A framework of environmental, personal, and behavioral factors of adult learning in online communities of practice. *Information Systems Frontiers*, 26(3), 1201-1218.
- [17] Zeng, Z., Li, S., Lian, J. W., Li, J., Chen, T., & Li, Y. (2021). Switching behavior in the adoption of a land information system in China: A perspective of the push-pull-mooring framework. *Land Use Policy*, 109, 105629.
- [18] Muhammad, S. S., Dey, B. L., Alwi, S. F. S., Kamal, M. M., & Asaad, Y. (2022). Consumers' willingness to share digital footprints on social media: the role of affective trust. *Information Technology & People*, 36(2), 595-625.
- [19] Li, B., Hou, F., Guan, Z., & Chong, A. Y. L. (2023). The use of social media for a better world: roles of social experience, empathy and personal impulsiveness in charitable crowdfunding. *Information Technology & People*, 36(6), 2587-2610.
- [20] Kokab, S., Arif, M., & Qaisar, N. (2023). Factors affecting the university librarians' use of social media technologies in Pakistan: A structural equation modelling approach. *The Journal of Academic Librarianship*, 49(3), 102719.
- [21] Sharma, S., Singh, G., Ferraris, A., & Sharma, R. (2022). Exploring consumers' domestic gastronomy behaviour: a cross-national study of Italy and Fiji. *International Journal of Contemporary Hospitality Management*, 34(9), 3353-3375.
- [22] Vaniajf. (2024). Representation and impact of k-pop culture to the fan behavior. *Medium*. <https://medium.com/@veje.table/representation-and-impact-of-k-pop-culture-to-the-fan-behavior-77cf222305ca>
- [23] Sivanesan, N. N., & Mokhtar, D. (2024). The Association of Fanship in Psychosocial Outcomes among K-Pop Fans. *International Journal of Academic Research in Progressive Education and Development*, 13(1).
- [24] Kim, S. Y. (2023). *The Cambridge companion to K-pop*. Cambridge University Press.
- [25] Qian, W., & Mao, J. (2023). Exploring the influential factors of personal media bloggers on followers' continuous following intention based on relationship marketing theory. *Behavioral Sciences*, 13(5), 416.
- [26] Ismail, U., & Khan, M. (2023). K-pop Fans Practices: Content Consumption to Participatory Approach. *Global Digital & Print Media Review*, VI, 238-250.
- [27] Herstand, A. (2023). How This Artist Got 300 Million Spotify Streams Without Playlists - Ari's Take. *Ari's Take*. <https://aristake.com/500000-spotify-listeners/>
- [28] Spotify. (2019). *Release Guide: Promotional + Engagement Best Practices*. Spotify for Artists. <https://artists.spotify.com/blog/release-guide-promotional-engagement-best-practices>

- [29] Hung, K. (2020). Celebrity and influencer in a fan economy: Unfolding the fans' roles in enhancing endorsement effects. In *Multidisciplinary perspectives on media fandom* (pp. 323-340). IGI Global.
- [30] Ren, S., Karimi, S., Velázquez, A. B., & Cai, J. (2023). Endorsement effectiveness of different social media influencers: The moderating effect of brand competence and warmth. *Journal of Business Research*, 156, 113476.
- [31] Tian, S., & Li, J. Y. (2022). Effects of celebrity, social media influencer, and peer endorsements on consumer responses toward a celebrity-owned brand: the role of source credibility and congruency. *International Journal of Internet Marketing and Advertising*, 17(1-2), 133-161.
- [32] Roslan, M. A. A., Nasharuddin, N. A., & Murad, M. A. A. (2024). The Impact of Hallyu Globalization on Attitudes and Behavior of Malaysians. *E-JOURNAL OF MEDIA AND SOCIETY (E-JOMS)*, 7(3), 121-145.
- [33] Inobemhe, K., Santas, T., & saint Udeh, N. T. (2022). Influence of social media on the fight against Covid-19 in Nigeria. *Journal of Media and Information Warfare*, 15(2), 1-15.
- [34] Bakar, N. A. (2022). SYSTEMATIC LITERATURE REVIEW ON THE ROLE OF SOCIAL MEDIA INFLUENCE IN RAISING PUBLIC AWARENESS OF THE COVID-19 PANDEMIC. *Journal of Media and Information Warfare* Vol, 15(3), 74-84.