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

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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:

$$Z \text{ Thai teenagers' admiration for K-POP artists} = .386 \cdot Z \text{ Information receptivity} + .239 \cdot Z \text{ Information seeking} + .250 \cdot Z \text{ Experience receptivity}$$

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).

<table>
<thead>
<tr>
<th>Aspects of media exposure</th>
<th>Mean</th>
<th>S.D.</th>
<th>Behavioural Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information seeking</td>
<td>4.467</td>
<td>.3837</td>
<td>High</td>
</tr>
<tr>
<td>Information receptivity</td>
<td>4.564</td>
<td>.4044</td>
<td>Very high</td>
</tr>
<tr>
<td>Experience receptivity</td>
<td>4.575</td>
<td>.4134</td>
<td>Very high</td>
</tr>
<tr>
<td>Total</td>
<td>4.535</td>
<td>.3541</td>
<td>Very high</td>
</tr>
</tbody>
</table>

   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).

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

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

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).
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).

<table>
<thead>
<tr>
<th>Independent variable (predictor)</th>
<th>b</th>
<th>Beta</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information receptivity</td>
<td>.317</td>
<td>.386</td>
<td>6.284</td>
<td>.000</td>
</tr>
<tr>
<td>Information seeking</td>
<td>.207</td>
<td>.239</td>
<td>5.230</td>
<td>.000</td>
</tr>
<tr>
<td>Experience receptivity</td>
<td>.201</td>
<td>.250</td>
<td>4.170</td>
<td>.000</td>
</tr>
<tr>
<td>Constant</td>
<td>1.255</td>
<td></td>
<td>8.277</td>
<td>.000</td>
</tr>
</tbody>
</table>

\[ R = 0.779 \quad R^2 = 0.607 \quad F = 163.829 \quad p \text{ value} < 0.000 \]

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 (β = 0.386), information seeking (β = 0.239), and experience receptivity (β = 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:

\[ Z \text{ Thai teenagers' admiration for K-POP artists} = 386 Z \text{ information receptivity} + 239 \text{ information seeking} + 250 Z \text{ experience receptivity} \]

**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 aspect, 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:

\[
\text{Thai teenagers' admiration for K-POP artists} = 1.255 + 0.317 \times \text{information receptivity} + 0.207 \times \text{information seeking} + 0.201 \times \text{experience receptivity}
\]

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

\[
Z \times \text{Thai teenagers' admiration for K-Pop artists} = 386 Z \times \text{Information receptivity} + 239 Z \times \text{Information seeking} + 250 Z \times \text{Experience receptivity}
\]

**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**


