




The Influence of Korean cinematography arts on Ho Chi Minh adolescents' purchase intention of Korean products

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Abstract. This essay delves into the intricate relationship between Korean cinematography arts and the purchasing intentions of adolescents in Ho Chi Minh City concerning Korean products. The surge in popularity of Korean films and dramas globally has sparked interest in understanding the broader implications of this cultural phenomenon, particularly on consumer behavior. This research aims to explore the impact of Korean cinematography on the preferences and choices made by adolescents in Ho Chi Minh City, shedding light on the connection between storytelling, cultural representation, and the subsequent influence on purchasing decisions. The study used a survey sample of 201 consumers in Ho Chi Minh City and quantitative analysis tools. By examining the cultural, idolatrous and useful elements, the research seeks to identify patterns and correlations between cinematic exposure and the inclination to purchase Korean products. This investigation also considers the role of product placement, brand visibility, and the overall portrayal of Korean lifestyle and aesthetics in influencing the consumer mindset. There are five components (Material Culture, Idolatry, Cultural Image, Usefulness and Spending) positively influencing consumer attitudes. Specifically, Material Culture has the greatest impact on consumer attitudes, while the lowest influence belongs to Spending. The research contributes to the existing literature on the globalization of Korean popular culture and its impact on consumer behavior in Ho Chi Minh City.

Keywords: Ho Chi Minh City adolescents, Korean cinematography arts, Korean products.

1 Introduction

In a broad sense, the art of cinema encompasses every aspect of creating and experiencing cinematic works. It is not limited to film production alone but also includes research, scriptwriting, cinematography, directing, filming, music, editing, and even advertising and marketing of cinematic works. Cinematic art in the broad sense emphasizes the diversity of the film industry and how each component contributes to the overall cinematic experience. This research aims to explore the impact of Korean cinematography on the preferences and choices made by adolescents in Ho Chi Minh

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City, shedding light on the connection between storytelling, cultural representation, and the subsequent influence on purchasing decisions. With an aim to consider the current situation of Korean cinematography from a comprehensive perspective and provide accurate advice in general, we carry out this research to evaluate the popularity and usage of Korean products to give accurate advice for adolescents' discerning spending.

The effect of Korean film and television industries on exporting has clearly been seen in sales of goods to many countries across the globe. Korea's culture tends to play a significant role in changing the way people consume products originated or inspired from Korea (Dinh et al., 2016). Korean Wave, known as Hallyu, is by far the most popular instance for this case. This is an opportunity to enable the industries' producers to promote their products to a wider audience of consumers coming from different countries with various cultures around the world.

Korean cinematography is also a key component of developing the country's economy, as evidenced by the contribution of its films to the total tourism revenue of Korea (Kwon et al., 2005). The wave brought Hallyu stars, which include Korean actors, pop stars, and athletes to the world. Therefore, their popularity becomes a sound and powerful way to attract tourists. Another recent research about the effect of the Korean wave on incoming tourism found that the growth in expansion of Hallyu content has a statistically remarkable impact on the number of tourists visiting South Korea. The benefits of this to the country's image as a tourist destination can be seen in its significant tourist growth. To measure the experience of and emotion towards Korean Wave, the authors chose Korean drama and K-pop, which are recognized as representative content, as the RTD 2024 research instrument. Yim and Chae (2014) reported that the representative Korean Wave content types are drama and pop music.

According to *East Asian Pop Culture: Analyzing the Korean Wave* by Beng Huat Chua, more Korean television dramas have received popular receptions from audiences in China, Hong Kong, Taiwan, and Vietnam. (Chua et al., 2008). For audiences in developing economies such as Vietnam, Korean television dramas are more widely accepted than Japanese or American ones. This is because Korean dramas not only retain traditional values but also achieve technical sophistication comparable to that of the latter. Additionally, Korean dramas strike a chord with Asian sentiments, such as family values and respect for elders.

The research "Khảo sát xu hướng tiêu dùng phim truyền hình Hàn Quốc tại Việt Nam" (The survey on the Consumer Trends of Korean Television Dramas in Vietnam by Cao (2023)) mentioned that over 90% of survey respondents watched Korean dramas, of which over 50% tended to regularly use them. However, Vietnamese audiences loved watching Korean dramas but did not tend to change their appearance to resemble Korean actors. In the research "Giao lưu tiếp biến văn hóa trong lịch sử - trường hợp Việt Nam và Hàn Quốc những thập niên đầu thế kỉ XXI" (Cultural Interactions and Transformations in History - The Case of Vietnam and South Korea in the

Early Decades of the 20th Century (Phuong et al., 2023), the authors showed that since the beginning of the 21st century, a series of Korean films have created strong waves in many Asian countries and Vietnam such as: *Dae Jang Geum* (2003), *Boys Over Flowers* (2009), *The Heirs* (2013), *Descendants of the sun* (2016), *Crash landing on you* (2019). Korean cinema has gradually become an interesting entertainment with strong appeal in the spiritual life of Vietnamese people.

2 Literature Review

2.1 Material Culture and the Attitudes

Several studies highlight the effectiveness of Korean Material Culture and their impact on youth spending in Ho Chi Minh City. In a study by Kim and Choo (2023), they pointed out that Korean architectural aesthetics through media may shape Vietnamese parents' perception of Korean culture as modern, stylish, and aesthetically unique. There is a direct association between the visual representation of architecture in media and subsequent consumer behavior, as individuals may be inclined to emulate the lifestyle and preferences depicted (Kimmel, 2018). Research shows that RTD 2024 Architectural elements often carry cultural symbolism, and the incorporation of such elements in Korean media can contribute to the appeal and fascination among Vietnamese adolescents (Dinh et al., 2016). The positive perception of Korean architecture may extend to a preference for Korean products, ranging from fashion to home decor, driven by a desire to embody the lifestyle portrayed in Korean media (Kendall et al., 2010).

On the other hand, adolescents exposed to these trends are likely to incorporate them into their personal style (Sin & Omar, 2020). The symbolism embedded in Korean clothing, reflecting cultural values and traditions, may enhance the appeal and fascination among Vietnamese adolescents, leading to a preference for Korean fashion products (Dinh, 2016).

Korean television dramas often depict vivid and visually appealing depictions of Korean cuisine, creating a sensory experience that attracts the attention of Vietnamese teenagers. For the purpose of this study, a study by Nye and Kim (2019), was selected with the aim of examining how exposure to Korean food scenes in television dramas contributes to creating a positive perception of Korean culture, promoting interest in food and a desire to explore more about it. The cultural symbolism attached to Korean dishes in dramas enhances the appeal and authenticity, creating a sense of cultural connection among Vietnamese adolescents (Nguyen et al., 2021). Research suggests that exposure to specific culinary representations in media can impact individuals' consumption patterns, leading to preferences for products associated with the depicted culture (Dickinson, 2013).

Showcasing popular car models and cutting-edge technology can generate interest and expectations in automotive-related products, influencing the youth's perception of time value and fostering interest in efficient transportation solutions. Additionally, featuring public transportation in films can raise awareness about sustainable options, promoting environmental conservation. This may impact the youth's interest in products and services supporting public transportation. From what has been stated, the research proposes the following hypothesis:

H1. Material Culture from Korean cinematography arts positively influence the attitudes of adolescents living in Ho Chi Minh City.

2.2 Cultural Image and the Attitudes

The manner in which actors execute performances and employ language wields a profound influence on audience emotions and perspectives. The linguistic appeal and expressive potency establish a rapport with the youth, shaping their comprehension and assessment of film messages (Hobbs, 2017). The lyrics and language incorporated into the film's musical composition assume a pivotal role in conveying emotions and messages (Vernallis, 2002). The harmonious amalgamation of language, music, and visuals engenders a distinctive musical encounter, leaving a lasting impression (Radocy & Boyle, 2012).

Cinematography frequently represents education and intellect, serving as cultural focal points by delineating diverse facets of life and knowledge (Willis, 2016). This portrayal fosters an affinity for learning, motivating the youth to delve deeper into Korean culture and consumer goods. The incorporation of traditional art forms, such as folk drama, traditional music, and traditional painting, within films cultivates understanding and appreciation for cultural heritage, influencing the youth's inclination toward art and traditional Korean products (Yi & Kim, 2005). From what has been stated, the research proposes a second hypothesis:

H2. Cultural Image from Korean cinematography arts positively influences the attitudes of adolescents living in Ho Chi Minh City.

2.3 Idolatry and the Attitudes

Adolescents commonly engage in idolatry, wherein their autonomy is constrained by conforming to their peers' worship of celebrities, resulting in heightened levels of anxiety, depression, and social phobia (Yue & Cheung, 2021). The belittlement and mockery of their favorite idols induced feelings of shame and fear in peer interactions over time.

Contemporary youth invest significant time and financial resources in their preferred idols, encompassing performances, products, and engagement with other fans and fan clubs. Research exploring the impact of the fan economy on the consumption behav-

ior of high school students (Li, 2023) highlighted that 69.8% of high school seniors identified with having an idol, while only 30.2% did not. The majority of high school seniors exhibited a moderate attitude toward the pursuit of stardom and associated expenditures. Notably, two extremist groups of high school seniors RTD 2024 showed comparable percentages, underscoring divergent perspectives on idol-related expenditures. From what has been stated, the research proposes a third hypothesis:

H3. Idolatry from Korean cinematography arts positively influences the attitudes of adolescents living in Ho Chi Minh City.

2.4 Spending and the Attitudes

The research “Cosmetic consumption trend of Vietnamese young people - A case study of high school and university students in Ha Noi” (Hoang & Vu, 2022) documented that Korea was the first ranked country with 303 participants (69.2%) using its cosmetics, followed by Vietnam and Japan with 157 and 150 participants (35.8% and 34.2%) choosing their products. Thus, it can be seen that Korean cosmetics are quite prevalent among Vietnamese youth.

In addition, when people have high levels of income, they spend more money on groceries and durable goods, raising their living standards. The report “How income level is affecting Consumer Behavior in the Digital Economy?” (Yergaliyeva et al., 2022) showed that residents from cities of republic significance with above average income level are mostly inclined to online shopping/services applications. On average, they are ready to pay more than 225.52 USD (person per month). However, residents from regional significance cities with above average income level are less used to online service applications. General food basket consists of the same products, but here people are ready to pay no more than 180.42 USD (person per month) for it. Based on the information provided, the study suggests an additional hypothesis.

H4. Spending on products from Korean cinematography arts positively influences the attitudes of adolescents living in Ho Chi Minh City.

2.5 Usefulness and the Attitudes

In the report “Study on factors influencing consumer behavior in market” (Godara & Dua, 2021), the authors stated that consumer behavior refers to the process through which customers choose, buy and use appropriate products and services for their needs and preferences. Consumers first try to evaluate the products they want to consume and then they only choose products that are guaranteed to be better effective. More specifically, the benefits of goods should be ingrained in consumer perceptions through repetitive messages with an impressive icon on self-owned social RTD 2024 channels and positive reviews of opinion leaders specialized in a particular subject of discussion. As a result, the urge to buy these products could dramatically increase (Importance of Store Environment in Indonesia Modern Retail to Elevate Impulse

Buying Behavior. Review of Integrative Business and Economics Research, Amelia & Ronald, 2021). As mentioned in the research result “Factors influencing consumer behavior in Indofood products during Covid-19 Pandemic” (Jian et al., 2021), PT Indofood Sukses Makmur Tbk has a competitive advantage compared with other food industries because Indofood’s products are easy to buy. Indofood’s products can be bought at minimarket, supermarket and hypermarket. According to the assertions made, the research posits an additional hypothesis.

H5. Usefulness from Korean cinematography arts positively influences the attitudes of adolescents living in Ho Chi Minh City.

2.6 The Attitudes and Purchase Intention

Consumers develop attitudes and beliefs about products based on their experiences, social influences, or cultural background, etc. Positive attitudes and beliefs contribute to brand loyalty and repeat purchases. In other words, it is clear to assume that a positive attitude toward Korean products can encourage the behavior to try and repurchase these goods (Widayat et al., 2023). Nowadays, more and more people before deciding to purchase a particular product or service try to read recommendations shared by customers who already have the experience in buying that type of product or service (Evgeniy et al., 2019). This “word-of-mouth marketing” is very influential on buying interest. Because after the consumer buys the product, usually they will tell the product in the form of perceived benefits, based on their experience after using the product (Çetin, 2018). This will further reinforce positive attitudes towards Korean products and encourage purchase intentions among people in the community. Consequently, consumers may develop a strong preference for Korean products as well as may be willing to pay a premium for products that are highly valued for their utility.

Consumers heavily exposed to the Korean Wave tend to express positive attitudes toward Korean products (Ingels, 2020). Exposure to Korean cinematography increases brand awareness and recognition of Korean products among Vietnamese consumers. This cultural export strategy has effectively persuaded the global community, particularly women, to purchase South Korean RTD 2024 skincare, cosmetics, and other products (Pinem, 2023). The purchase behaviors can be either the products they see in the media or memorabilia related to the media (Halim & Kiatkawsin, 2021). Therefore, when people encounter these products in real life, they are more likely to consider purchasing them due to the favorable responses generated through the media. In addition, Korean celebrities, who often endorse products or are seen using them in dramas and movies, have a significant influence on consumer behavior in Vietnam. The more popular the endorser is, the more influence they can have on the consumer’s brand assessment and purchase intentions (Chin et al., 2020).

Attitudes toward Korean products were found to be most prevalently formed by image and quality (Ingels, 2020). Products featured in Korean dramas and movies are often portrayed as high-quality and desirable. Visual elements, storytelling, and emo-

tional appeals can contribute to creating a positive image in consumers' minds, which also can positively influence attitudes towards Korean products among Vietnamese consumers and enhance purchase intentions. Korean cinematography often incorporates elements of Asian culture and values that resonate with Vietnamese audiences. The better brand image of the product, the more consumers are interested in buying the product. If consumers are interested in the product, it will improve purchase decisions (Hermiyenti & Wardi, 2019). This cultural similarity enhances the appeal of Korean products, making them more attractive options for purchase. This indicates that, by highlighting every Vietnamese culture to the audiences through attractive segments on television or other entertainment programs, Korean businesses would be able to influence young consumers' preference and ultimately their purchase decisions (Nguyen et al., 2021).

H6. Attitudes from Korean cinematography arts positively influence the purchase intention of adolescents living in Ho Chi Minh City.

3 Methodology and Data

3.1 Participants

The research surveyed the attitudes of Ho Chi Minh adolescents from November to December 2023. The survey was carried out with Ho Chi Minh adolescents aged from 14 to 30. The author, utilizing social media platforms, has disseminated a survey, the resultant data from which is employed for analysis and the derivation of specified outcomes.

3.2 Procedures

As mentioned above, we conducted a study on the influence of Korean cinematography arts on Ho Chi Minh adolescent's purchasing intention of Korean products. The survey was conducted and received 201 responses to the survey on consumer tastes of Korean products of young citizens. We conducted a survey aimed at many different social classes, mainly adolescents in Ho Chi Minh City. In this context, descriptive statistics serve as a means to assess reliability. Subsequently, the analyzed data will be visually represented through the presentation of tables and figures, enhancing its observability, clarity, and comprehensibility. The data undergoes estimation, hypothesis formulation, and subsequent calculation to ascertain the validity of the proposed hypothesis. Following this, any erroneous hypotheses are rejected, and conclusive inferences are drawn from the analysis. Utilizing the time series model, deduce the inclination of the observed pattern. Employ linear trend regression to elucidate the features inherent in the time series model, and project forecasts for the ensuing years. The research utilizes some tools and software such as Google Forms, Microsoft Excel, SPSS, Microsoft Excel, Microsoft Word, SPSS.

To test the six hypotheses, regression analysis was used. The influence of Korean cinematography to Ho Chi Minh City adolescent's purchase intention of Korean products was modeled by incorporating factors (Material Culture, Cultural Image, Idolatry, Spending, Usefulness). This technique required the input of the following quantitative data

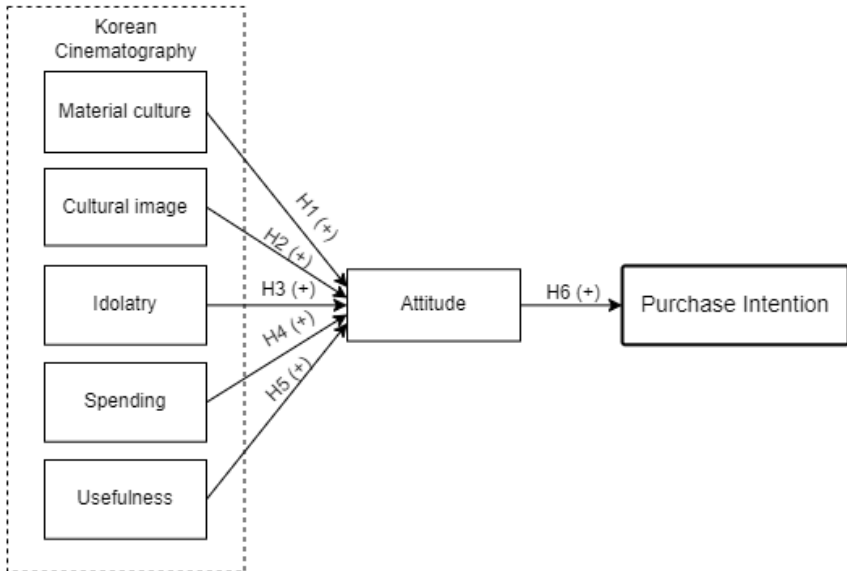


Figure 1. Research model

Because each of the measures mentioned above are multi-dimensional, they were grouped via factor analysis. To do so, it was critical to evaluate the reliability of the scale before grouping the items by factor analysis. Cronbach's α coefficient was used to evaluate the scale reliability and to also provide information about the relationships between individual items in the scale. KMO and Bartlett's test were used to measure sampling adequacy. Factor analysis was used in data reduction to identify a small number of factors. This explained most of the variance that was observed in a large number of the variables. These factors then were used for hypothesis testing using regression analysis.

3.3 Data

The research surveyed the attitudes of 212 Ho Chi Minh adolescents, in which 11 survey results were rejected, so there were 201 valid forms. Among 201 participants, there were 79 males and 121 females. The survey was carried out with Ho Chi Minh adolescents aged from 14 to 30, with the majority of participants falling within the age group of 17 to 19.

4 Results and Discussion

4.1 Cronbach's Alpha

The assessment of measurement scales involves the application of the Cronbach's Alpha tool to ensure reliability. This instrument facilitates the removal of observed variables and scales that do not meet specified criteria. Variables with item-total correlation coefficients below 0.5 will be excluded, and the criterion for selecting scales is a Cronbach's Alpha of 0.6 or greater. According to Hair (1998), it is recommended that the item-total correlation coefficient surpass 0.5, Cronbach's Alpha should be 0.7 or above, and in exploratory investigations, Cronbach's Alpha standards may be deemed acceptable at a threshold of 0.6 or higher.

Table 1. Cronbach's alpha coefficients

Factors	Description	Number of items	Cronbach's α
Material Culture	I want to visit the film locations after watching Korean films.	3	0.865
	I want to buy more Korean - style clothes after watching Korean films.		
	I want to consume more Korean food after watching Korean films.		
Cultural Image	I perceive through Korean cinematography, Korea is a very modern and developed country.	3	0.671
	I perceive through Korean cinematography, Korean people are very friendly and hospitable.		
	Through Korean cinematography, I am very eager to experience their culture.		
Idolatry	I feel more motivated when I purchase idol products.	3	0.762
	I feel fascinated by the design of idol products.		
	I buy idol products based on my personal taste.		

Spending	Total monthly expense on Korean goods is below 500.000 VND.	3	0.704
	The more I watch K-dramas, my interest in Korean products becomes higher.		
	I will make a purchase without hesitation if my friend recommends one Korean product.		
Usefulness	I want to eat Korean Kimchi due to its healthy ingredients and simple recipe.	3	0.842
	I want to buy Korean fashion items because they look perfect and always make me feel confident in life.		
	I want to buy Korean cosmetics because their design and colors meet my requirements.		
Attitude	Positive attitude toward Korean products can encourage the behavior to try and repurchase these products.	3	0.777
	Consumers heavily exposed to the Korean Wave expressed positive attitudes toward Korean products.		
	Attitudes toward Korean products were found to be most prevalently formed by image and quality.		
Purchase Intention	I will buy the products that are in Korean films in the near future.	4	0.751
	I will buy the products that are in Korean films in the near future.		

	I would buy the products that are in Korean films if I had the money.		
	I plan to purchase the products that are in Korean films.		

The Cronbach's coefficients shown in Table 1 indicate that the reliability of the scales is optimum since most of the scores for coefficients were over 0.6.

The measurement scale for the influence of Korean cinematography to Ho Chi Minh City adolescent's purchase intention of Korean products consists of 5 components (sub-scales) with 15 observed variables. After evaluating the reliability of the scale using Cronbach's Alpha, 3 observed variables were eliminated following the criteria mentioned earlier. The remaining 12 observed variables from the 5 sub-scales for the influence of Korean cinematography to Ho Chi Minh City adolescent's purchase intention of Korean products were subjected to EFA.

4.2 Exploratory Factor Analysis (EFA)

Table 2. EFA results

	Sign	Rotated Factor Matrix					Factor name
		1	2	3	4	5	
1	MC1	0.784					Material Culture (MC)
2	MC2	0.806					
3	MC3	0.843					
4	CI1					0.472	Culture Image (CI)

5	CI2					0.929	
6	I1			0.840			Idolatry (I)
7	I2			0.859			
8	I3			0.460			
9	S1				0.862		Spending (S)
10	S3				0.912		
11	U1		0.923				Usefulness (U)
12	U2		0.916				
Variance extracted		79.522		Eigenvalue		0.816	

The results of the factor analysis indicate that the 12 observed variables were grouped into 5 factors. The Kaiser-Meyer-Olkin (KMO) measure, with a value of 0.688 (Table 3). The variance explained was 79.522% (Table 2), demonstrating that the 5 factors extracted accounted for a RTD 2024 substantial portion of the data variability. The extraction was terminated at the 5th factor, where the eigenvalue was 0.816.

Table 3. KMO and Bartlett's Test results.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.688
Bartlett's Test of Sphericity	Approx. Chi-Square	168.885
	df	3
	Sig.	.000

The results of measurement scale for both Ho Chi Minh City purchase intentions of Korean products analysis show that all the observed variable factors have factor loading coefficients >0.5, so they are important in the factors and have practical significance. With KMO value of 0.672 for adolescents purchase intention, so EFA fits the data. The Bartlett Chi-square test reaches values of 209.662 with a significance level of 0.000 for observed factors.

Table 4. KMO and Bartlett's Test results

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.672
Bartlett's Test of Sphericity	Approx. Chi-Square	209.662
	df	6
	Sig.	.000

4.3 Regression Analyses

Two regression analyses were employed in order to test the hypotheses proposed in this research. The results of the analysis are summarized in Table 5. The first regression examined the relationship between five factors in Korean cinematography and adolescents' attitude; the second regression between adolescents' attitude and their purchase intention.

Table 5. Regression analysis

Hypotheses	B	<i>b</i>	<i>t</i> -value	<i>p</i> -value	R ²	Result
H1. Material Culture (MC) from Korean cinematography arts influences the attitudes of adolescents living in Ho Chi Minh City.	0.221	0.260	4.231	0.000	0.540	Supported

H2. Cultural Image (CI) from Korean cinematography arts influences the attitudes of adolescents living in Ho Chi Minh City.	0.220	0.209	3.517	0.001	0.540	Supported
H3. Idolatry (I) from Korean cinematography arts influences the attitudes of adolescents living in Ho Chi Minh City.	0.225	0.236	3.776	0.000	0.540	Supported
H4. Spending (S) from Korean cinematography arts influences the attitudes of adolescents living in Ho Chi Minh City.	0.086	0.114	2.142	0.033	0.540	Supported
H5. Usefulness (U) from Korean cinematography arts influences the attitudes of adolescents living in Ho Chi Minh City.	0.161	0.195	3.577	0.000	0.540	Supported
H6. Attitudes (A) from Korean cinematography arts influence the purchase intention of adolescents living in Ho Chi Minh City.	0.731	0.776	17.382	0.000	0.601	Supported

Based on the results, the influence of Korean cinematography to Ho Chi Minh City adolescent's purchase intention of Korean products was modeled by incorporating factors (Material Culture, Cultural Image, Idolatry, Spending, Usefulness and Attitude). The study identified these factors influencing Korean cinematography that significantly affect Ho Chi Minh City adolescents' purchase intention of Korean products (statistically significant with a P value < 0.05). As confirmed by results from the regression analysis (Table 5), there is adequate statistical evidence based on all p-values not exceeding 0.05 and all the b coefficients staying positive (0.260 for MC; 0.209 for CI; 0.236 for I; 0.114 for S; 0.195 for U; 0.776 for A).

The regression model shows that there are five components (Material Culture, Idolatry, Cultural Image, Usefulness and Spending) positively influencing consumer attitudes. Specifically, Material Culture has the greatest impact on consumer attitudes,

followed by Idolatry, Cultural Image and Usefulness respectively and the lowest influence belongs to Spending. In regression model, the attitude variable in this research, the factor Attitude has a significant impact on Ho Chi Minh City adolescents' purchase intention towards Korean products.

4.4 Discussion

There are 6 factors, which are: Material Culture, Idolatry, Cultural Images, Usefulness, Spending and Attitude. The first 5 factors are arranged in decreasing order in affecting consumers' attitudes toward Korean products appearing in films. The final one, which is Attitude, affects consumers' purchase intentions toward Korean products appearing in films.

Many factors impact Material Culture. Firstly, is MC3 (I perceive through Korean cinematography, Korean people are very friendly and hospitable) (Mean = 3.63). It has the most significant impact within the Material variable. The second one is MC1 (I want to visit the film locations after watching Korean films) (Mean = 3.60). Finally, we come to MC2 (I want to buy more Korean-style clothes after watching Korean films) (Mean = 3.59). To enhance customer attitudes toward Korean products appearing in films, the research result recommends that MC3 (I perceive through Korean cinematography, Korean people are very friendly and hospitable) should be improved. The profound and realistic depiction of Korean everyday life and lifestyle through images of friendly people can motivate viewers to buy and use products and experience that RTD 2024 interesting life. Moreover, employ filmography techniques can craft a unique shopping experience for the audience, emphasizing the Korean cultural essence.

Idolatry in Korean cinema has a significant impact on consumer attitudes toward products appearing in films. Firstly I3 (I buy idol products based on my personal taste) (Mean = 3.66). It has the most significant impact within the Idolatry variable. The second is I2 (I feel fascinated by the design of idol products) (Mean = 3.47). Finally, I1 (I feel more motivated when I purchase idol products) (Mean = 3.30). To enhance customer attitudes toward Korean products appearing in films, the research result recommends that I3 (I buy idol products based on my personal taste). In order to increase interest in the products, the brand producer should focus on the practicality of products as well as quickly update consumer trends on the market. Additionally, the brand needs to promote advertising strategies including sampling strategy to increase the brand recognition of the product.

Findings from the research have indicated the importance of focusing on improving these factors to showcase and promote Korean Cultural Images. Firstly, is CI1 (I perceive through Korean cinematography, Korea is a very modern and developed country) (Mean = 3.65). It has the most significant impact within the Cultural Image variable. Next is CI2 (I perceive through Korean cinematography; I am very eager to experience their culture) (Mean = 3.65). Finally, we come to CI3 (I perceive through Ko-

rean cinematography, Korean people are very friendly and hospitable) (Mean = 3.52). To enhance customer attitudes toward Korean products appearing in films, the research result recommends that C11 (I perceive through Korean cinematography, Korea is a very modern and developed country) should be improved. More festivals and customs should be organized in order to offer a glimpse into the vibrant and diverse cultural celebrations that take place throughout the country, allowing audiences worldwide to engage with and learn more about Korean cultural images.

Research results also show that it is necessary to pay attention to the Usefulness of Korean products. Firstly, is U2 (I want to buy Korean fashion items because they look perfect and always make me feel confident in life) (Mean = 3.54). It has the most significant impact within the Usefulness variable. The second one is U3 (I want to buy Korean cosmetics because their design and colors meet my requirements) (Mean = 3.46). Finally, we come to U1 (I want to eat Korean RTD 2024 Kimchi due to its healthy ingredients and simple recipe) (Mean = 3.28). To enhance customer attitudes toward Korean products appearing in films, the research result recommends that U2 (I want to buy Korean fashion items because they look perfect and always make me feel confident in life) should be improved. Such feature behind-the-scenes content, tutorials, and interviews to showcase the expertise and quality of the products should be advertised regularly. As they will have the ability to produce educational content about the ingredients and science behind your cosmetic products. Use film-style visuals to make the content engaging and informative.

In the context of the regression model, Spending is one of the least influential variables among the quintet and is appraised with minimal concurrence by the adolescent urban demographic in Ho Chi Minh City. Firstly, is S2 (The more I watch K-dramas, my interest in Korean products becomes higher. (Mean = 3.47). It has the most significant impact within the Spending variable. The second one is S1 (Total monthly expense on Korean goods is below 500.000 VND) (Mean = 3.44). Finally, we come to S3 (I will make a purchase without hesitation if my friend recommends one Korean product.) (Mean = 3.25). To enhance customer attitudes toward Korean products appearing in films, the research result recommends that S2 (The more I watch K-dramas, my interest in Korean products becomes higher. (Mean = 3.47) should be improved. Besides filmmakers building unique, attractive and sophisticated scripts and advertising methods in Korean films, filmmakers can create some social media advertising campaigns to enhance awareness of Korean products. Collaboration with independent artists, particularly those with significant influence within the youth community, can be fostered to introduce and share information about Korean products through cinematic art.

Findings from the research have indicated the importance of focusing on enhancing these factors to showcase and promote adolescents' Attitudes toward purchasing Korean products. First is A2 (Consumers heavily exposed to the Korean Wave expressed positive attitudes toward Korean products) (Mean = 3.7). It has the most significant impact within the Attitude variable. The second is A1 (Positive attitude toward Kore-

an products can encourage the behavior to try and repurchase these products) (Mean = 3.61). Finally, we come to A3 (Attitudes toward Korean products were found to be most prevalently formed by image and quality) (Mean = 3.61). To enhance customer purchase intentions toward Korean products appearing in films, the research result recommends that A2 (Consumers heavily exposed to the Korean Wave expressed positive attitudes toward RTD 2024 Korean products) should be improved. The marketing strategies should be improved by such activities as considering offering interactive experiences in stores or online that allow Vietnamese adolescents to "try before they buy" and discover the unique features of Korean products.

5 Conclusion

The findings of this research add to the emerging studies on contemplating modifications to the research paradigm, and rectification of identified shortcomings and limitations to foster a more comprehensive and highly applicable investigative framework, as well as contribute to the understanding of the consumption of Korean products among adolescents in Ho Chi Minh City. An important finding of this study was the positive impacts of Korean cinematography on adolescents' attitudes. As Korean entertainment often portrays cultural elements, traditions, and values, adolescents exposed to these representations may develop a sense of connection to Korean culture, positively influencing their perception of Korean products. From this research, it is recommended that brands, corporations, and experts delve deeper into consumer interviews, engage in continued learning and refine strategies for the purpose of increasing the consumption of Korean products among the youth in Ho Chi Minh City.

The primary limitation of this research consists of the relatively small sample size. The research outcome is based on data collected from a total of 212 teenagers participating in this study. It is essential to acknowledge that the study grapples with the constraint of a relatively restricted sample size in its survey of the target demographic. As a consequence, the outcomes derived from this study may lack the robustness required for broad generalizability. A second limitation, also involving the demographics of the sample, consisted of the elements about the impact of Korean cinematography on the purchasing behavior of the urban youth in Ho Chi Minh City may not have been exhaustively examined in this study. Several observed variables within the questionnaire lack clear and distinct significance, which could potentially introduce ambiguity for the surveyed participants, consequently influencing the research outcomes. The lack of clarity surrounding specific variables in the questionnaire raises apprehensions about potential misinterpretations that could impact the overall findings of the study.

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