

## How South Korean Celebrities Affect Consumer Behavior: A Study of Purchase Intent Factors in Iran

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### Abstract:

The Korean Wave attracted many tourists to South Korea, generating high revenues through the entertainment industry. The popularity of Korean media influenced food culture, hairstyles, makeup type, beauty standards, and coating style. In Iran, the wave also partially penetrated. Beautiful actors and singers became popular with the public, leading many manufacturers to work in Korean food production, restaurant construction, and fashion. In recent years, there have been several South Korean immigrants from Iran. Due to the popularity of the entertainment industry, many Iranian immigrants living in Korea offer Korean entertainment, cosmetics, and food products through social networks and are selling them. However, in Iran, Korean products are not represented due to sanctions. In this study, we examined the indicators that affect the sale of Korean goods. After examining each indicator's effectiveness and absence, I ranked them using multiple regression. Five main factors were ultimately identified, with celebrity popularity ranking first, followed by the celebrities' physical attractiveness. The third priority was for the celebrities to be actual consumers of the advertised product. The fourth priority was celebrity credibility, and the fifth and final priority was to match the celebrity with the advertised product.

**Keywords:** consumer buying intent, South Korean celebrities, Korean Wave

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## 1. Introduction

One way to attract consumers is to take advantage of the entertainment industry. With the spread of social media, the power of celebrity influence has increased. Celebrities can change consumers' tastes and preferences. This group is loved by many people in society due to its fame and popularity. This power is very effective since a large part of society knows them. What is essential is that celebrities are among the best in their field and can appeal to consumers, and learn how to win people's trust. Recent studies have shown that celebrity reliability positively impacts advertising attractiveness, brand credibility, and brand loyalty (Hussain et al, 2020). Advertisers believe that the use of celebrity affects the effectiveness of advertising and the intention to buy (Chan et al, 2013). Celebrities are cultural symbols in mass media-led communities (Lee et al, 2008).

Although forms of popular entertainment such as film and television are Western inventions, Koreans have created their own function by combining native features and adding their unique flourish in innovative ways (Shim, 2006). In the meantime, we encounter a phenomenon called the familiar Korean Wave. The term Korean Wave refers to some Korean entertainment and culture. The term used initially in 1999 is defined as a phenomenon where Korean pop culture spreads overseas or Korean pop culture gains popularity in the global market (Penka, 2013). The Korean Wave has sparked consumer interest in Korea, including hairstyles, makeup, fashion products, plastic surgery, participating in summer camps, learning Korean, and Korean cuisine. The Korean wave that initially affected young people began to spread to people in their 30s and 40s (Yu et al, 2012). Since the Korean Wave has gained popularity in many countries, Korean celebrities have become famous in Ki-drama and k-pop, and have many fans abroad in Korea. The South Korean government and major corporations have been trying to develop and maintain a market related to the Korean Wave called Hallyu (Son & Kijboonchoo, 2016). Korean films and music are noted for their engaging storyline and attention to cultural elements such as food, fashion, and beauty standards. Korean celebrities were chosen as ambassadors who interest the audience in the overall culture of Korea. Korean celebrities have attracted the attention of many fans worldwide mainly due to their attractive appearance (Lee et al, 2008). The popularity of Korean series among viewers has made consumers obsessed with anything Korean, and the desire to connect with the series stars has increased. In the meantime, idol attachment also arises, which refers to strong emotions such as excessive admiration and attachment to a celebrity (Cheah et al, 2018).

The Korean Wave attracted many tourists and generated high revenues through the entertainment industry. It has influenced food culture, hairstyles, makeup, beauty standards, and clothing styles.

This wave began years ago. Many actors and singers became popular in Iran, leading manufacturers to work in Korean cuisine, restaurants, and fashion. Due to the popularity of the entertainment industry, many Iranian immigrants living in Korea offer Korean entertainment, cosmetics, and food products through social networks and are selling them.

## 2. Literature Review

### 2.1. Celebrity-Product Match:

The match-up hypothesis suggests that there are advantages to a strong connection between a celebrity and the product they endorse (Kahle & Homer, 1985; Mukherjee, 2009). The level of congruence

between the celebrity and the product can impact how practical celebrity endorsement is by influencing how consumers perceive the celebrity's reasons for endorsing the product. This, in turn, can affect how consumers evaluate the endorser, the advertisement, and the brand. Cyrus Broacha serves as MTV's brand ambassador because both the brand and the celebrity are known for being outspoken, humorous, youthful, friendly, and mood-enhancing.

Lee and Park concluded in a study that the interactive effect of endorsement power and product-celebrity match is greater among consumers with high product involvement than among consumers with low product involvement (Lee & Park, 2014).

## **2.2. Celebrity Popularity:**

According to Mukherjee (2009), studies indicate that celebrities play a crucial role in shaping attitudes towards brands. The research suggests that using celebrity endorsers can be beneficial as they are easily recognizable, perceived as trustworthy, and significantly influence how brands are evaluated and considered for purchase. Additionally, the longevity of a celebrity's fame varies, but their association with a brand can enhance the celebrity's memorability and impact on consumers.

Celebrity popularity is a complex phenomenon influenced by media presence, social dynamics, and cultural impact, often explored in social psychology and media research. It is driven by attributes like appeal, relatability, and fan engagement, with social media significantly enhancing visibility and interaction. Studies indicate that celebrities largely shape public behavior, consumer preferences, and societal norms through parasocial bonds with fans. For example, research suggests celebrity endorsements affect purchasing behavior due to their perceived trustworthiness and emotional appeal (Giles & Maltby, 2004).

## **2.3. Celebrity Credibility:**

Credibility is the most crucial component of celebrity endorsements. According to most experts in a study conducted by the brand and advertising group Infilmarena among 43 agencies and businesses, the most crucial aspects of credibility are competence or skill in relation to the suggested good or service and reliability (Miciak & Shanklin, 2002; Mukherjee, 2009). Sincere and favourable opinions of celebrities are created in the minds of consumers through credibility components, which are linked to other characteristics of celebrity and the image dimension that represents positive attributes like being kind, intelligent, and educated.

The credibility of celebrities plays a pivotal role in influencing public attitudes and behaviors, making it a key subject in communication and marketing studies. This credibility is typically shaped by perceptions of the celebrity's expertise, reliability, and physical appeal—factors that enhance their persuasive impact in promotional contexts. Empirical evidence indicates that when a celebrity is seen as credible, they can effectively shape consumer preferences and choices, especially when there is a strong alignment between their image and the product or service they endorse. Furthermore, credible celebrity endorsements boost campaign effectiveness by building audience trust and fostering emotional engagement (Erdogan, 1999).

## **2.4. Celebrity Physical Attractiveness:**

When a customer's attitude changes, the endorser's physical attractiveness may play a key role (Kahle & Homer, 1985; Mukherjee, 2009). Most of the time, buyers benefit from celebrity endorsements based on the endorser's appearance. According to Mukherjee (2009), attractive endorsers are more successful in promoting products than unattractive ones. The handsome celebrities are likable and more familiar to the target audience (Miciak & Shanklin, 1994). Most commercials feature attractive celebrities, and

since customers are used to seeing attractive people in advertisements, there was no significant correlation between a celebrity's physical attractiveness and credibility and their desire to make a purchase (Mukherjee, 2009).

### **2.5. Celebrity Availability:**

Because some celebrities have endorsed products more than once, brands are reluctant to embrace celebrity endorsements for fear of diluting their brand image. Therefore, availability should be assessed before the endorsement (Mukherjee, 2009). The extent to which celebrities are visible and accessible in media significantly influences audience connection and the success of endorsement campaigns. Increased exposure in various media channels enhances familiarity and can build a sense of emotional closeness and reliability. Empirical studies suggest that consistent media presence strengthens message recall, supports the formation of parasocial bonds, and boosts the effectiveness of celebrity influence. However, excessive exposure may lead to a loss of perceived uniqueness or authenticity, potentially weakening their persuasive impact (Hung, 2014).

### **2.6. Celebrity should be Brand User:**

The consumer must believe in the endorsement for it to be successful. It could give the consumer a false impression if the endorser uses one brand while endorsing another in the commercial. PETA has run one of the most popular advertisements, with celebrities like Shilpa Shetty, Amisha Patel, Yana Gupta, Sheetal Malhar, and Mahima claiming to support the company because they share its ideology. While some might agree that Amitabh Bachchan would never have used Navratan Tel, Britney Spears was frequently captured on camera drinking a different brand of cola despite having sponsored one (Mukherjee, 2009). Endorsements are perceived as more trustworthy and persuasive when celebrities are believed to genuinely use the products they promote. Studies suggest that a clear connection between the celebrity and the brand—such as actual usage—enhances the message's perceived authenticity. This alignment increases the endorser's credibility, positively influences consumer attitudes, and reduces skepticism toward advertising. This perceived authenticity also strengthens emotional resonance with the audience (Silvera & Austad, 2004).

### **2.7. Consumer Influencing Advertisement:**

The advertiser should be a good actor, and the ad film director should be well chosen; workshops are usually organised to train the endorser to act as the director desires. Sometimes, the promotion attempt fails due to poor performance in the advertisement, even though the celebrity was ideal for the brand (Mukherjee, 2009). The advertisement should also be well-made and designed to portray the brand's actual image and convey the message intended to be transferred to the target audience.

Consumer-focused advertising substantially influences buying behavior and consumer perceptions by using emotional appeal and the principle of social validation. Solomon (2017) explains that advertisements that reflect the audience's lifestyle and values are more likely to resonate, leading to increased trust and personal connection. In addition, Cialdini (2009) underscores the influence of social norms in advertising, noting that individuals are more inclined to change their behavior or make purchases when they see that others are doing the same.

### **2.8. Previous Endorsements:**

It is important to watch a celebrity's past endorsements before supporting them. This will assist in assessing the impact and analysing the celebrity's commitment, professionalism, and credibility. It is inappropriate to support an endorser promoting a similar line of items. It is important to remember a brand's past interactions with the same or different celebrities (Mukherjee, 2009). Studies indicate that a celebrity's history of brand endorsements can shape how consumers interpret new endorsement efforts. Tripp, Jensen, and Carlson (1994) found that when a celebrity promotes several brands—particularly within the same product category—consumers may become more doubtful, which can undermine the endorser's credibility and lessen the impact of the advertisement. However, if earlier endorsements align well with the celebrity's public image and personal values, positive perceptions may carry over to new brands, increasing consumer trust and improving brand evaluations.

### 3. Background

The use of celebrities in advertising is a marketing method that dates back more than a hundred years, and in the 1980s, it became a standard and conventional method (Hussain et al., 2020).

Marketers spend large sums on business contracts with celebrities, which substantially positively impact the effectiveness of advertising and brand recall compared to non-celebrity spokespeople.

When hired for advertising, celebrities can have a greater impact on consumer attitudes and purchasing intentions. Celebrities can create an identity for the product. In advertising, celebrities are considered more attractive than non-celebrities because the effectiveness of celebrities in advertising can be increased by matching the unique characteristics of the celebrity to the product. The matching hypothesis claims that the greater the perceived fit between the celebrity image and the brand, the more convincing the celebrity and the advertising (McCormick, 2006).

Movies, dramas, and TV shows have had a huge impact on the rise of Korean products. In a study of 327 Indonesian women showed that the tendencies of Korean celebrities influenced the intention to buy Korean beauty products and even the intention to visit Korea (Halim & Kiatkawsin, 2021).

Another study was conducted in Indonesia, which looked at the impact of the Korean Wave on the purchaser's intention. The study, which was conducted on 227 respondents, showed that the Korean Wave, nationalism, and the image of the country of origin have a significant impact on consumer purchasing intent. The Korean wave strengthens Korea's desired image, represented by the level of its economy and industry (Tjoe & Kim, 2016).

Another study in Thailand was conducted in Bangkok and Chonburi on 398 women, stating that the country's positive image could increase the intention to buy. The Korean country's image plays an important mediating role in conveying the impact of the Korean Wave on the intention to buy Korean products (Son & Kijboonchoo, 2016).

A study discusses the impact of Korean culture on consumer preferences through the image of Korea. The study, conducted on people in Hong Kong, Bangkok, Sydney, and Dubai, found that Korean celebrities significantly impacted the Korean image. Finally, the findings showed that any marketing activity that works with Korean celebrities makes the consumer prefer Korean products (Lee et al., 2014). The study examined whether online celebrities can affect consumers and concluded that online celebrities can stimulate consumers' emotions and thus increase purchases. Pleasure, arousal, admiration, and emotional connection can affect consumer behavior. Emotional connection is the expression, contagion, and sharing of emotions between people, starting with the sender's emotions and ultimately leading to the sender and receiver's emotional reactions (Meng et al, 2021).

Lee et al (2021) reviewed that K-pop stars, such as the BTS Group, were increasing preferences and sales of a brand, and that fan motivation was classified based on the need for approval, the need for communication, the need for belonging, and the need for consumption.

Movie or television characters influence consumers' attitudes toward placed products in three ways: the first is through the relationship between the character and the placed product in the program; the second is through the relationship between the consumer (viewer), who is outside the program and the character in the program; and the third concerns the interaction of these first two (viewer and character) which influences the viewer's attitude toward the placed product (Russell & Stern, 2006; su et al,2011)

Horton and Wohl referred to the term intimacy. They stated that media personalities create a satisfying relationship with the audience through intimacy so that the audience wants to buy products that media personalities recommend. Media personalities who have successfully established a transsocial relationship with the audience can become effective brand sponsors (Chang & Cho,2017; Horton & Wohl, 1956).

In recent years, the global proliferation of the Korean Wave (Hallyu) has profoundly influenced consumer behavior across cultural boundaries. Korean celebrities, serving as cultural ambassadors, have significantly shaped international consumption trends, extending their impact beyond entertainment to domains such as fashion, beauty, cuisine, and tourism. Their ability to cultivate trust and emotional resonance with audiences has made celebrity endorsement a powerful marketing tool. As this cultural phenomenon gains traction in diverse regions, including the Middle East, examining its implications from both marketing and sociocultural perspectives is imperative. Specifically, understanding how Korean celebrity endorsements affect consumer attitudes and behaviors is vital for marketers and businesses seeking to navigate culturally complex markets like Iran.

While prior research has extensively explored the influence of celebrity endorsements and the Korean Wave in East and Southeast Asian contexts, there remains a notable absence of scholarly inquiry into how these dynamics unfold in Middle Eastern societies, particularly in Iran. Most existing studies have concentrated on geographically and culturally proximate regions, where audience receptivity may differ significantly from that in Iran. Furthermore, limited attention has been given to the interplay between celebrity characteristics—such as credibility, physical appeal, and perceived congruence with endorsed products—and consumers' emotional attachment to celebrities. This lack of investigation into cross-cultural endorsement effects highlights a critical gap in the literature. Addressing this gap will enrich current understanding of transnational consumer influence and provide valuable insights into the effectiveness of Korean celebrity endorsements in non-Asian cultural contexts.

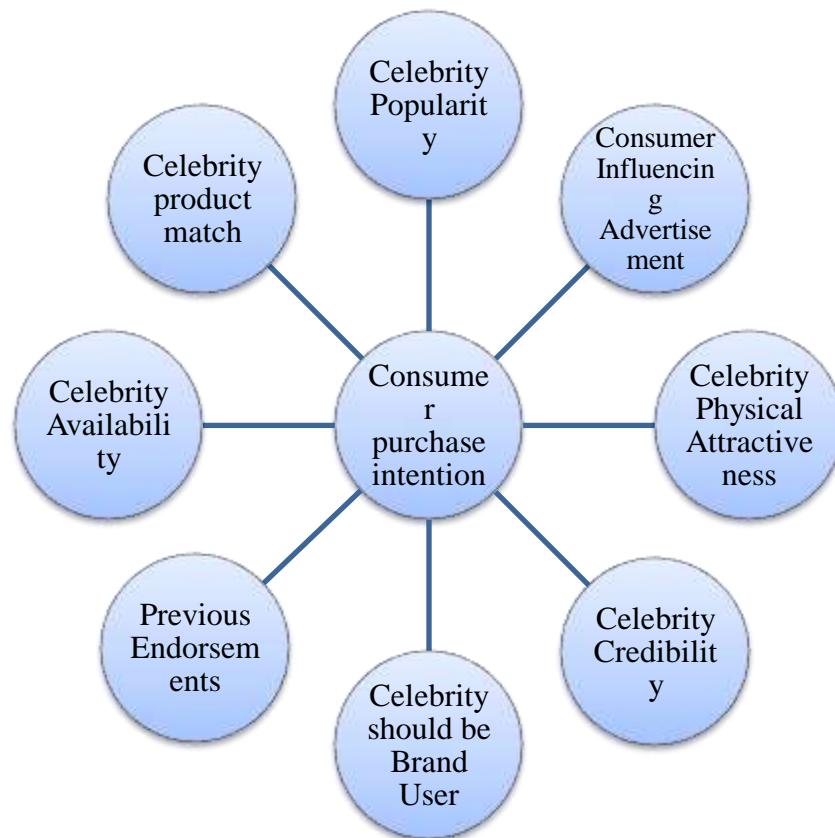
#### **4. Research model:**

This study employs a conceptual framework adapted from Mukherjee (2009), which initially examined the influence of celebrity endorsements on consumer behavior. The present research extends this framework by focusing on the impact of South Korean celebrities on the purchase intentions of Iranian consumers, specifically in relation to Korean products available in the Iranian market.

South Korean public figures—including K-pop artists, television actors, and digital influencers—have achieved substantial international recognition. Their notable popularity in Iran is facilitated by online media and the global dissemination of Korean culture. Their increasing involvement in promotional

campaigns prompts an investigation into how distinct celebrity characteristics may shape consumer decision-making in the Iranian context.

To analyze this dynamic, the proposed model includes eight independent variables, each reflecting a particular attribute or situational factor associated with celebrity endorsement. These variables are hypothesized to influence the dependent variable: Iranian consumers' intention to purchase.



#### 1.4. Hypotheses:

##### Main Hypothesis

H1: South Korean celebrities have a significant influence on the purchase intention of Iranian consumers.

This central hypothesis aims to determine whether celebrity endorsements from Korean figures play a measurable role in shaping consumers' intent to purchase Korean products in Iran.

##### Sub-Hypotheses

Each of the following sub-hypotheses examines a specific dimension of celebrity influence:

1. **Credibility**
  - Definition: Refers to the trustworthiness, expertise, and believability of a celebrity in the eyes of the consumer.
  - H<sub>11</sub>: The perceived credibility of Korean celebrities has a positive effect on the purchase intention of Iranian consumers.
2. **Popularity**
  - Definition: The public recognition and fame of the celebrity among the target audience.
  - H<sub>12</sub>: The popularity of Korean celebrities positively influences the purchase intention of Iranian consumers.
3. **Physical Attractiveness**
  - Definition: The visual appeal and aesthetic charm of the celebrity endorser.
  - H<sub>13</sub>: The physical attractiveness of Korean celebrities positively impacts Iranian consumers' intention to purchase.
4. **Brand Usage by Celebrity**
  - Definition: Whether the celebrity is perceived to personally use or endorse the product sincerely.
  - H<sub>14</sub>: Iranian consumers' purchase intention is positively influenced if they believe the Korean celebrity uses the brand.
5. **Advertising Record**
  - Definition: Refers to the celebrity's prior involvement in successful and reputable advertising campaigns.
  - H<sub>15</sub>: The positive history of Korean celebrities in advertising contributes to stronger purchase intentions among Iranian consumers.
6. **Perceived Availability or Accessibility**
  - Definition: The perceived proximity or emotional/virtual accessibility of the celebrity to the consumer.
  - H<sub>16</sub>: The more accessible Korean celebrities seem to Iranian consumers, the greater the influence on their purchase intention.
7. **Celebrity-Product Match (Congruence)**
  - Definition: The degree of alignment between the celebrity's image and the product's characteristics.
  - H<sub>17</sub>: An intense match between the Korean celebrity and the endorsed product enhances Iranian consumers' intention to buy.
8. **Advertising Specificity**
  - Definition: The uniqueness and distinctiveness of the advertisement in which the celebrity appears.
  - H<sub>18</sub>: The specificity and uniqueness of advertisements featuring Korean celebrities positively affect Iranian consumers' purchase intention.

## **5. Methodology:**

### **1.5. Research Design**



This investigation adopted a **quantitative and explanatory research approach** to assess the extent to which South Korean celebrities influence Iranian consumers' purchasing intentions. A **survey-based strategy** was employed to empirically test the hypothesized relationships between multiple dimensions of celebrity endorsement and consumer behavior.

### 2.5. Population and Sampling Method

The **study population** comprised Iranian Instagram users interested in Korean products and entertainment content. Given the nature of the target group and accessibility constraints, a **non-probability convenience sampling** technique was applied. Out of **300 distributed online questionnaires**, **110 valid responses** were collected, resulting in a **response rate of 36.7%**.

### 3.5. Instrument Development and Measures

Data was gathered using a **structured questionnaire** informed by prior studies and validated measurement scales (e.g., Mukherjee, 2009; Erdogan, 1999). The instrument was designed to measure eight independent variables representing key celebrity endorsement attributes:

1. Celebrity Popularity
2. Celebrity Credibility
3. Physical Attractiveness
4. Brand Usage by Celebrity
5. Previous Advertising Records
6. Celebrity Availability
7. Celebrity-Product Match
8. Advertisement Specificity

Items were rated on a **five-point Likert scale** ranging from 1 (**Strongly Disagree**) to 5 (**Strongly Agree**). The dependent variable—**purchase intention**—was assessed using multiple indicators capturing the likelihood of buying Korean products endorsed by South Korean celebrities.

### 4.5. Reliability and Validity

Content validity was ensured through careful adaptation of previously established survey items. A pilot test was conducted with 15 participants to refine the instrument for clarity and consistency. Internal reliability was verified using Cronbach's alpha, with all constructs demonstrating acceptable reliability ( $\alpha > 0.70$ ), indicating strong internal consistency.

### 5.5. Data Analysis Procedure

Data analysis was performed using SPSS statistical software. Descriptive statistics were used to summarize respondent characteristics and item responses. Multiple linear regression analysis was employed to test the research hypotheses. This method allowed for evaluating the unique and combined effects of the eight predictor variables on the dependent variable—purchase intention. Statistical significance was evaluated at a threshold of  $p < 0.05$ .

The regression results identified the most influential celebrity-related factors shaping consumer behavior and provided insights into their relative importance in the Iranian market context.

## 6. Findings:

Using multiple linear regression, the impact of variables on customer acceptance is examined.

Multiple linear regression coefficients

Meaningful level	B	Statistical indicator	
0/001	0/210	Celebrity Popularity	1
0/045	0/090	Celebrity Credibility	2
0/012	0/084	Celebrity Physical Attractiveness	3
0/033	0/081	Celebrity should be Brand User	4
0/588	0/038	Previous Endorsements	5
0/960	-0/180	Celebrity Availability	6
0/049	0/006	Celebrity product match	7
0/680	0/030	Consumer Influencing Advertisement	8
0/000	2/051		Main hypothesis

Results rejected or confirmed the hypothesis:

	Acceptable significance level	Meaningful level	Hypotheses
Approved	Less than 0/05	0/001	1
Approved	Less than 0/05	0/045	2
Approved	Less than 0/05	0/012	3
Approved	Less than 0/05	0/033	4
Disapproval	Less than 0/05	0/588	5
Disapproval	Less than 0/05	0/960	6
Approved	Less than 0/05	0/049	7
Disapproval	Less than 0/05	0/680	8
Approved	Less than 0/05	0/000	Main hypothesis

If the significance level is less than 0.05, the hypothesis is confirmed. Hypotheses four, five, and eight are rejected, and hypotheses one, two, three, six, and seven, as well as the main hypothesis, are confirmed.

## Final prioritization of variables

Variables	Prioritization
Celebrity Popularity	1
Celebrity Physical Attractiveness	2
Celebrity should be Brand User	3
Celebrity Credibility	4
Celebrity product match	5

As you can see in the table above, the ranking of influential variables is displayed. Celebrity Popularity has the greatest impact.

## 7. Results and Discussion

This study examined how various celebrity-related factors influence the purchasing decisions of Iranian consumers toward Korean products. Using multiple linear regression analysis, the research tested the significance of eight key variables. Five of these showed statistically meaningful results ( $p < 0.05$ ), supporting their positive influence on consumer purchase intention.

The factor with the most substantial effect was **celebrity popularity** ( $p = 0.001$ ,  $B = 0.210$ ), highlighting that Korean celebrities' fame and public recognition most influence Iranian consumers. This was followed by **physical attractiveness** ( $p = 0.012$ ,  $B = 0.084$ ), suggesting that a celebrity's appearance is critical in shaping consumer attitudes. These findings are consistent with earlier studies emphasizing the importance of attractiveness in endorsement effectiveness.

The belief that a celebrity genuinely uses the product—referred to as **brand usage by the celebrity**—was also significant ( $p = 0.033$ ,  $B = 0.081$ ). This shows that perceived sincerity and real-life use by the endorser can build consumer trust and strengthen purchase intent. Similarly, **credibility** ( $p = 0.045$ ,  $B = 0.090$ ) was a contributing factor, though slightly less impactful than others. It indicates that Iranian consumers value trustworthiness and expertise, which are secondary to fame and appearance.

The fifth significant factor was the **match between the celebrity and the product** ( $p = 0.049$ ,  $B = 0.006$ ). While still relevant, its influence was relatively minor, suggesting that product fit alone is not a strong driver of consumer behavior in this case.

On the other hand, three variables—**previous advertising experience**, **celebrity accessibility**, and **advertising uniqueness**—did not show significant influence ( $p$ -values = 0.588, 0.960, and 0.680, respectively). These findings imply that factors like how often a celebrity appears in the media or whether the advertisement stands out are not major concerns for Iranian consumers regarding Korean product endorsements.

In summary, the data suggest that emotions driven by fame, appearance, and authenticity substantially impact consumer intentions more than factors such as familiarity, novelty, or advertisement design. These results offer practical insights for marketers who aim to target Iranian consumers through celebrity-driven campaigns.

## 8. Conclusion

The findings of this research highlight five main factors that significantly shape the purchase intentions of Iranian consumers regarding Korean products. Among these, **celebrity popularity** stood out as the most powerful, indicating that endorsements by well-known Korean figures have the most significant influence. **Physical attractiveness** followed closely, reflecting the role of beauty standards and visual appeal in driving interest.

Next in importance was the perception that the celebrity uses the product they endorse. This authenticity builds credibility and increases the likelihood of consumers making purchases. **Credibility**, or the trustworthiness of the celebrity, also played a meaningful role, though its influence was not as

strong as popularity or appearance. Finally, the degree to which the celebrity and product are seen as a natural fit contributed positively, but modestly.

In contrast, factors such as the celebrity's past advertising roles, their availability or media presence, and the creativity or uniqueness of the advertisement itself did not significantly affect consumer intent. This suggests that emotional connection and public image are more important in the Iranian context than marketing sophistication or prior exposure.

Given these insights, it is recommended that marketers aiming to promote Korean products in Iran focus on using well-known, attractive celebrities who are perceived as genuine brand users. Future studies could explore similar models in other countries influenced by Korean pop culture, offering comparisons that may enrich our understanding of global consumer behavior.

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