

How Cultural Values Influence the Consumption Behaviour Intention of Chinese K-Drama Fans: A Structural Equation Modelling Analysis

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ABSTRACT

This study aims to explore, based on Hofstede's cultural dimensions theory, the cultural factors that influence the consumption behaviour intention of Chinese K-drama fans. The specific research question is: how, and to what extent, do different cultural dimensions (power distance, collectivism, femininity, uncertainty avoidance, long-term orientation, and indulgence) affect the consumption behaviour intention of Chinese K-drama fans? The research applied a quantitative approach. A standardised questionnaire was used to obtain the data. A snowball sampling method was implemented, where K-drama fans from the 18 to 39 age group in northern China were the target group. Six cultural dimensions were used as predictor variables, while consumption behaviour intention was the outcome variable. For the research, a structural equation model (SEM) was developed in order to test the proposed correlations and to examine path effects between cultural values and consumption intention. The findings of the study indicate that Chinese K-drama fans' consumption behaviour intentions are positively influenced by all six cultural dimensions. The fit of the overall model was acceptable, showing empirical support for the reliability and predictive validity of the theoretical framework. This study helps to understand Chinese K-drama fans' cultural consumption behaviour intention from a cross-cultural view, extends Hofstede's theory in popular culture research, and gives practical value for marketing, fan economy, and cross-cultural strategy.

Keywords: *K-drama fans, consumption behaviour intention, cultural dimensions, Hofstede's theory, structural equation modelling.*

INTRODUCTION

As Korean Wave culture continues to grow, Korean dramas (K-dramas), as a key part of Korean popular culture, have gained wide attention and many fans around the world. In China, K-dramas have attracted many young viewers with their storylines, characters, and emotional expression (Chandra, 2022; Lee, 2020). These fans not only enjoy watching dramas for emotional satisfaction, but also show a strong intention to spend money on related products, follow celebrity events, and take part in online or offline fan groups (Rafidinal et al., 2024). Therefore, it is important to understand what drives Chinese K-drama fans to develop such consumption behaviour intentions. This topic has both theoretical and practical value.

In recent years, fan studies have moved beyond media and communication studies to include social psychology and cross-cultural research (Yu et al., 2025). Among many cultural theories, Hofstede's (2010) model of cultural dimensions has taken a distinctive position in cross-cultural studies because it enjoys clarity and adaptability in applying it in different fields. The model includes, among others, several dimensions: power distance, collectivism versus individualism, masculinity versus femininity, uncertainty avoidance, long-term orientation versus short-term orientation, and indulgence versus moderation. These dimensions have a

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big influence in the way that culture influences personal beliefs and behaviour. Furthermore, they also give a good introduction to the topic of cross-cultural consumption (Deep & Majumdar, 2023; Yu et al., 2025).

Although existing studies have discussed fan behaviour from many angles (Gong & Wang, 2021; Yoshida et al., 2023; Zhou, 2024), most focus on psychological motives, media use habits, or social identity. However, cultural values, which are an important factor influencing individual consumption choices and behavioural intention, have not received enough attention in fan studies. Past research has shown that cultural dimensions have a strong effect on consumers' attitudes and intentions (Šapić & Golo, 2017; Xing & Jin, 2023), but there are few empirical studies that look at cultural values in a systematic way among Chinese K-drama fans. This gap limits how well current theories can explain fan consumption behaviour, and it also affects cross-cultural decisions in the cultural industry and market practice. In other words, without a deeper understanding of cultural values, it is hard to fully explain the inner process of Chinese K-drama fans' consumption behaviour intention.

Based on this, this study uses Hofstede's six cultural dimensions (power distance, collectivism, femininity, uncertainty avoidance, long-term orientation, and indulgence) to build a structural equation model. The aim is to answer the following research question: how, and to what extent, do different cultural dimensions affect the consumption behaviour intention of Chinese K-drama fans? By answering this question, the study not only fills a gap in fan studies from a cross-cultural view, but also offers empirical reference for localised marketing of cultural products and the practice of the fan economy.

LITERATURE REVIEW

Theoretical Foundation

a. Hofstede's Cultural Dimensions Theory

Hofstede's (2010) Cultural Dimensions Theory is one of the most prominent theories for cross-cultural studies. It was initially introduced by Geert Hofstede, a Netherlands-based researcher, who analysed the results of an international survey among IBM employees. The initial version of the model was rudimentary, but the theory was refined and elaborated upon later. Hofstede maintained that culture is a form of collective programming, which drives people's values, mentalities, and actions. To compare cultural traits across different countries or regions, he divided culture into six main dimensions: Power Distance, Individualism vs Collectivism, Masculinity vs Femininity, Uncertainty Avoidance, long-term versus short-term orientation, and indulgence versus restraint.

Power Distance describes how a society places people in positions of greater or lesser power, as well as how it views unequal power distribution (Hofstede et al., 2010). In cultures with high levels of Power Distance, there is a tendency for society to embrace a hierarchical setup. This means that the followers or the masses are more likely to adhere to the leaders or prominent personalities. In fan behaviour research, high power distance often means that fans are more likely to admire and follow idols, which increases their intention to consume products and services related to the stars (Cheng & Toungh, 2021).

Individualism vs Collectivism explores the degree to which people view themselves as part of a collective, including their community, family, and wider society (Hofstede et al., 2010). Collectivist cultures give emphasis to group interests and social responsibilities, which have a strong say on people's actions, guided by social norms and group values (Shneor et al., 2021). For example, fans belonging to such cultures tend to be more engaged in group

activities to demonstrate their support for their beloved idols, for instance, collective fund-raising or voting campaigns.

Masculinity vs Femininity broadens the scope by examining what a given society pays more attention to – achievement or the quality of life (Hofstede et al., 2010). Masculine cultures emphasize the achievement of goals, social status, and external display of material prosperity, which means the adherents of such cultures concentrate on the visibility of the results. Therefore, the fans of the organizations in such cultures often purchase expensive products to show their loyalty. The fans of feminine cultures are guided by emotions, interpersonal ties, and secured wellbeing. The participants' spending in these kinds of cultures is thus mostly characterized by emotions and relationships; merchandise purchase could be a means to express emotional connection (Deller, 2020).

Uncertainty avoidance is an attribute that describes the amount of effort people invest in avoiding situations that are unpredictable or vague (Hofstede et al., 2010). In fan culture, this means fans are more likely to buy official goods or join formal support activities, in order to feel safe and gain a sense of belonging, which raises their consumption behaviour intention (Matharu et al., 2023).

Long-term vs short-term orientation implies the determination of how individuals set priorities between the long and the short term (Hofstede et al., 2010). While in cultures that are long-term oriented, people admire discipline, accumulation of resources, and postponement of rewards, in cultures that are short-term oriented, people focus more on quick returns and norms (Matharu et al., 2023).

Indulgence vs Restraint examines the cultures' perspective towards emotional revelation and the power of self-control (Hofstede et al., 2010). Cultures that are characterized by indulgence tend to push people for getting freedom, self-expression, and search of pleasure (Wang et al., 2024). Supporters in these kinds of environments do not hesitate to participate in support activities like buying products, attending events, or being emotionally expressive. In restrained societies, the norms and rules applied towards people determine in a greater way what people can or cannot do. The expenditures of fans in these places are usually more thoughtful, and emotions are less exhibited.

To sum up, Hofstede's cultural dimensions theory provides a unique tool for getting the clear-cut line between the culture and the consumer behaviour. This study applies this idea to Chinese K-drama fans' consumption behaviour intention, aiming to fill the gap in empirical research on the link between cultural dimensions and fan consumption behaviour intention, and to promote the study of cross-cultural fan behaviour.

b. Consumption Behaviour Intention

The consumption behaviour intention is the core of the Theory of Planned Behaviour (Ajzen, 1985). It refers to an individual's readiness for action in a given setting. Many researchers have demonstrated that the consumption intention is a reliable predictor of actual behaviour (Leonidou et al., 2022; Randall et al., 2024). Consumer behaviour, health actions, and technology use are the primary research areas being investigated. In the fan studies, consumption intention usually points to fans' willingness to spend their money, time, or emotions on their idols. This indicates the need for more detailed analysis in regard to fans' support approach.

But on the other hand, TPB mainly investigates the personal or psychological aspects and does not completely account for the influence of culture. Over the last few years, some researchers have been working on integrating the Theory of Planned Behaviour with Hofstede's Cultural Dimensions theory (Jadil et al., 2022; Leonidou et al., 2022; Saxena & Sharma, 2023). They argue that the value a person holds can influence their attitude towards consumption, and thus affect their intention to consume, through norms in a society and their sense of control. For instance, in societies with a high level of collectivism, it may be easier for fans to support a particular idol since identities are often linked with the group.

This study focuses on the consumption behaviour intention of Chinese K-drama fans towards idol-related products and services, meaning the support actions that fans plan or tend to take, rather than their actual purchase behaviour. Through adding cultural dimensions, we can understand the fans' actions in relation to various cultures, which will help us to study the situation in a more significant way.

Review of Previous Studies and Hypotheses Development

a. Hypothesis 1 (H1)

Existing research has indicated that namely consumers in high power distance cultures are more inclined to conform to consumption behaviour that is dominated by authority figures and opinion leaders (Fung, 2009; Wen, 2025). In fan culture, fans often see their idols as social authorities or role models. A high power distance culture strengthens this effect, encouraging fans to take part actively in idol-related consumption, such as buying merchandise or supporting celebrity endorsements. Also, high power distance cultures stress social order, so fans use consumption to show respect and loyalty to idols, which increases their willingness to consume.

In the Chinese cultural context, power distance scores are relatively high (Wen, 2025). This helps explain why Chinese K-drama fans show strong consumption behaviour intention. Fans not only recognise their idols' special social status but also want to show support through real actions. Based on both theory and previous studies, this paper proposes the following hypothesis:

Hypothesis 1 (H1): In a high power distance culture, Chinese K-drama fans are more likely to show consumption behaviour intention towards idol-related products and services.

b. Hypothesis 2 (H2)

In consumer behaviour studies, collectivism is closely linked to group buying behaviour. In fan culture, collectivism helps fans form close communities. Fans take part in idol activities and group consumption to strengthen their group identity (Du et al., 2025; Leonhardt et al., 2020; Zhang et al., 2022). For example, Chinese K-drama fans show clear collectivist traits when joining support events, buying merchandise, and voting for idols. Their consumption not only meets personal emotional needs but also shows loyalty and responsibility to the fan group (Du et al., 2025).

Also, social norms and pressure in collectivist cultures strongly encourage consumption intention (Leonhardt et al., 2020). Fans in such cultures are more influenced by peers and groups, which increases their willingness to consume. In China, a typical collectivist society, fans satisfy their sense of self-worth and need for belonging and social approval

through consumption. Based on the above theory and evidence, this study proposes the following hypothesis:

Hypothesis 2 (H2): In a collectivist culture, fans are more likely to increase their consumption behaviour intention by joining group activities, such as voting, fan support, or buying merchandise.

c. *Hypothesis 3 (H3)*

Studies show that consumers in feminine cultures tend to express self-identity, emotional connection, and care for social relationships through their consumption. In fan culture, femininity helps strengthen the emotional bond between fans and idols. Fans are more willing to show support and care by buying merchandise and joining fan activities (Gong, 2024; Liu, 2025). This emotional and relationship-based consumption meets fans' psychological needs and also strengthens the fan community.

In China's cultural context, although society is changing, elements of femininity remain important in family and social life, especially among young female fans (Gong, 2024; Guo, 2024; Liu, 2025). This makes fan consumption not only about material support but also about emotional identity and social belonging. Therefore, femininity positively encourages the consumption behaviour intention of Chinese K-drama fans. Based on the above theory and evidence, this study proposes the following hypothesis:

Hypothesis 3 (H3): In a feminine culture, fans are more likely to express emotional attachment by buying merchandise and taking part in interactions, which raises their consumption behaviour intention.

d. *Hypothesis 4 (H4)*

In consumer behaviour, uncertainty avoidance affects how consumers accept new products or experiences and how they make buying decisions. For fans, those with high uncertainty avoidance rely more on trusted information, social norms, and familiar ways of consuming to lower risks and uncertainty (Liang & Shen, 2016; Yang et al., 2022; Zhang et al., 2021). They usually choose well-known K-drama products and services and take part in fan group activities to feel safe and belong, which increases their consumption intention.

Chinese culture is generally seen as having high uncertainty avoidance. This is clear in how fans support idols and related products. Fans reduce anxiety and uncertainty by following regular consumption behaviours, like buying official merchandise and joining formal fan support events. This behaviour helps to raise their willingness to consume (Liang & Shen, 2016; Yang et al., 2022). Based on theory and research evidence, this study proposes the following hypothesis:

Hypothesis 4 (H4): In a culture with high uncertainty avoidance, fans tend to rely on authoritative information and standardised consumption paths, which strengthens their consumption behaviour intention towards idol-related products and services.

e. *Hypothesis 5 (H5)*

In consumer behaviour studies, long-term orientation is believed to promote rational spending and brand loyalty. In fan culture, fans with long-term orientation are more likely to see supporting their idols as a lasting investment. They keep buying K-drama related products, join fan activities, and support long-term projects for their idols (Tian et al., 2023; Zhao & Wu, 2020). This shows their care for the idols' future success. This behaviour meets fans' emotional needs and fits well with cultural values of persistence and planning.

In Chinese culture, long-term orientation is an important trait that affects how fans spend and their willingness to consume (Tian et al., 2023; Zhao & Wu, 2020). Chinese K-drama fans show patience and careful planning in their consumption, willing to invest continuously in their idols' future. This cultural background helps promote their consumption behaviour intention. Based on the above theory and evidence, this study proposes the following hypothesis:

Hypothesis 5 (H5): In a long-term oriented culture, fans are more likely to see supporting idols as a continuous investment, which increases their consumption behaviour intention.

f. *Hypothesis 6 (H6)*

Consumers' indulgent side comes in areas such as impulse purchases, entertainment expenses, and "buying-on-emotion" categories. For fans, the contrast is stark. Those fans in indulgent cultures tend to be more motivated by emotion and interest. They specifically search for items that are closely related to celebrities or idols to bring happiness to themselves or to express their personality. What they buy is mostly a one-off purchase that strongly links to their supports and enthusiasm (Song, 2024; Zhao & Wu, 2020).

Chinese culture could be regarded as more restrained, but as social development occurs and the younger generation ages, it tends to show elements of indulgence increasingly (Fung, 2009; Song, 2024; Wen, 2025). Among the youth especially, there is a tendency to opt for consumption that yields satisfaction without delay and emotion-driven. Thus, the more prominent the "spending personality" of a Chinese K-drama fan, the more they can express their individuality and emotions through spending, which encourages their future consumption. Therefore, the following hypothesis is proposed:

Hypothesis 6 (H6): In an indulgent culture, fans are more likely to participate in idol-related activities through immediate consumption and emotional expression, which enhances their consumption behaviour intention.

Research Framework

The current research is framed in the context of Hofstede's model of cultural dimensions. It selects six cultural dimensions—Power Distance, Collectivism, Femininity, Uncertainty Avoidance, Long-term Orientation, and Indulgence—as predictor variables. Consumption behaviour intention acts as the outcome variable in this model. The proposed research model has been developed to analyse how the six cultural dimensions of the Chinese K-drama fans would determine the consumption behaviour intention of these fans; thus, looking at the role of cultural values in fan consumption.

The research framework is illustrated in the figure 1, capturing the effect that all six cultural dimensions have on the consumption behaviour intention. This research uses structural equation modeling (SEM) to test the hypotheses and to validate the pathways from each cultural dimension to consumption intention.

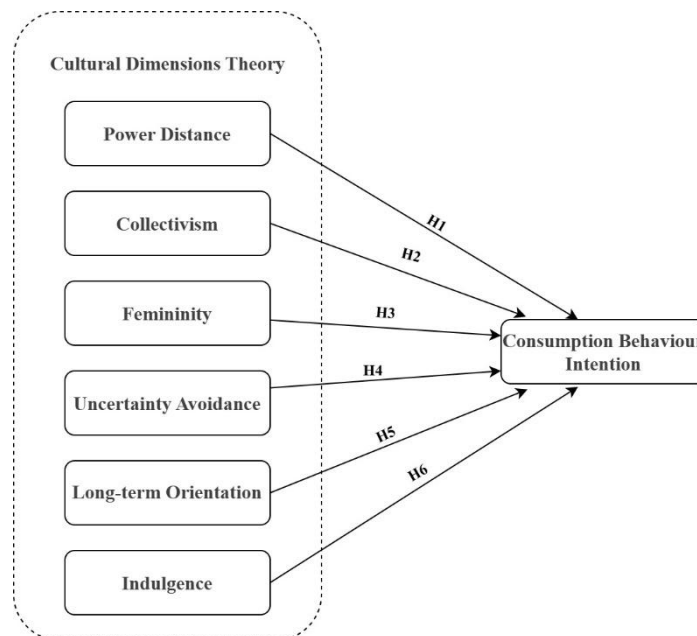


Figure 1: Research hypothesis model

METHODOLOGY

This paper adopts a quantitative research approach based on Hofstede's framework of cultural dimensions. The study looks into the effect of cultural values on the K-drama consumption behaviour intentions of fans in China. Primary data were gathered using a standard questionnaire that was properly filled and further analysed using structural equation modeling (SEM) to test the developed hypotheses and understand the relationships between cultural dimension variables and consumption intention.

Samples

The data were gathered by implementing a technique of snowball sampling, where the survey was administered through an online questionnaire. The survey inquired through various social media, such as Weibo, Xiaohongshu, WeChat, and K-drama communities. Data collection took place in spring 2025 to ensure the sample was timely and relevant.

The target group of this study is K-drama fans aged 18 to 39 from northern China (Yang, 2012). The reasons are as follows: the northern area has a central location, which can to some extent represent the region and reduce place bias. The level of economic development is very different, so it is possible to see differences in consumption behaviour at different levels. Some big cities in the north have a high level of urbanisation, and people there are more likely to meet international culture, so they have higher acceptance of K-dramas and stronger consumption behaviour. In addition, people with higher education levels know more about K-drama culture, which makes it easier to give useful data. Also, fans in this age range are usually active on online social platforms, making it easier to distribute the questionnaire and collect data.

Following standards for quantitative research and considering the number of survey items and model complexity, the minimum sample size was set at 350. The actual number of valid responses was 669, meeting the requirements for SEM analysis (usually 5 to 10 times the number of variables) (Hinkin, 1995). This sample size helps improve the statistical strength and representativeness of the study results.

Measures

A structured questionnaire was used to collect data. It had three parts: the first part collected basic demographic information; the second part measured cultural dimensions based on Hofstede's theory, including Power Distance, Collectivism, Femininity, Uncertainty Avoidance, Long-term Orientation, and Indulgence; the third part measured consumption behaviour intention, based on constructs from the Theory of Planned Behaviour. All items were rated on a seven-point Likert scale (1 means "strongly disagree," 7 means "strongly agree") to ensure consistency and sensitivity of measurement. Cronbach's α values were also reported for reliability.

Data Analysis

The data analysis in this study was carried out in several steps to ensure the validity and reliability of the measurement and structural models. First, descriptive statistics were used to summarise the demographic characteristics of the sample. Second, reliability tests (Cronbach's α) were conducted to assess the internal consistency of the scales. Next, normality tests (skewness and kurtosis) were performed to confirm that the data were suitable for further analysis.

Finally, a structural equation model (SEM) was used to examine the relationships between cultural dimensions and the consumption behaviour intention of Chinese K-drama fans, and to analyse the strength and significance of paths between latent variables. SEM can estimate both measurement and structural model parameters at the same time and provides overall model fit indices (such as CFI, TLI, RMSEA). Compared with OLS regression, SEM is more suitable for handling the complex model with multiple latent variables in this study. It is important to note that each fit index has specific evaluation criteria (see Table 1). By systematically assessing model fit, the researcher can objectively judge the suitability of the theoretical model, ensuring the reliability of subsequent path analysis and hypothesis testing.

Table 1: Evaluation indicators and criteria for SEM model fitness

Categories	Evaluation indicators	Description	Evaluation criteria
Absolute fit indices	χ^2	A smaller chi-square value indicates a better fit between the overall model's causal path diagram and the actual data.	$\chi^2 > 0.05$; $df < 5.0$
	RMSEA	Measures the badness of fit in a model relative to a perfect model. Values of greater than .10 suggest poor fit, .08-.10 represent mediocre fit, and .05-.08 is a consensus of a good fit.	RMSEA < 0.05 (Good fit); < 0.08 (Reasonable Fit)
	GFI	The GFI primarily measures the disparity between the covariance matrix observed in the model and the covariance matrix predicted by the model.	GFI > 0.90

Incremental fit indices	CFI	Measures goodness of fit by examining the discrepancy between the estimated and the independence models. Ranges between 0-1 and closer values to 1.0 are better.	CFI > 0.90
	TLI	It is used to compare the fit of two competing models or to compare a proposed model to a null model.	TLI > 0.90
Parsimony fit indices	Chi sq/df	The normed chi-square to the degree of freedom is the minimum discrepancy divided by its degree of freedom.	Chi-Sq/df < 3.0

Source: Kline (2023) and Wu (2010)

RESULTS AND DISCUSSION

Descriptive Statistics of the Sample

This study collected 669 valid questionnaires. Among the respondents, 60.8% were aged 18–29, and 39.2% were aged 30–39, showing that K-dramas are mainly popular among young people. In terms of gender, 74.3% were female and 25.7% were male, indicating that K-dramas attract more female fans. Regarding education, most respondents held a bachelor's degree or higher, accounting for 66.9%, reflecting a generally high education level among K-drama fans. In terms of occupation, 38.0% worked in private companies and 33.0% were students, while the rest worked in government or state-owned units. For monthly income, most respondents earned between 3,000 and 8,999 RMB, making up 82.4%, showing they have some spending power.

The table 2 shows how often Chinese K-drama fans buy related products or services. The results show that most fans (64.7%) buy fewer than 5 types of products, 27.2% buy between 5 and 10 types, and only 8.1% buy more than 10 types. This means that although K-drama related consumption covers a range of categories, most fans focus their spending on fewer categories, showing relatively rational buying behaviour.

Table 2: Purchase statistics of products or services related to Korean dramas

Categories	Frequency	Percent
Below 5	433	64.7
5-10	182	27.2
More than 10	54	8.1

The table 3 shows the favourite types of products bought by Chinese K-drama fans. The results show that merchandise (77.7%) and Korean beauty products (70.7%) are the two most popular categories. This reflects fans' emotional connection to idols and their interest in the Korean Wave lifestyle. Next are internet subscription services like video site memberships (30.6%) and Korean food and drinks (29.6%), showing that fans are also willing to pay for ongoing entertainment or cultural experiences. Other categories, such as support tickets and original soundtracks, are less popular, indicating that fans prefer products that are both practical and emotionally expressive.

Table 3: Fan favourite Korean drama related products or services

Categories	Responses		Percent of Cases
	N	Percent	
Peripheral goods (e.g. peripheral dolls, T-shirts, posters, scripted collections, actors' magazines, fanzines, second creations, etc.)	520	29.0%	77.7%
Movie and TV soundtracks	97	5.4%	14.5%
Internet subscription services (e.g. member video platforms, music platforms, etc.)	97	5.4%	14.5%
Movie viewing vouchers	205	11.4%	30.6%
Tickets related to idol meet-ups or fan events	142	7.9%	21.2%
Korean beauty products	473	26.3%	70.7%
Korean food or drinks	198	11.0%	29.6%
Others	64	3.6%	9.6%

Reliability Test

To ensure good internal consistency of the questionnaire scales, this study used Cronbach's Alpha to test reliability. Usually, an Alpha value above 0.70 means the scale is reliable (Cronbach, 1951). The results show all scales have Alpha values above 0.85, indicating high reliability.

Table 4: Reliability tests

Constructs	Subconstructs	Cronbach's alpha	N of items
Cultural Dimensions Theory	Power Distance	0.928	6
	Collectivism	0.915	4
	Femininity	0.872	4
	Uncertainty Avoidance	0.931	6
	Long-Term Orientation	0.885	3
	Indulgence	0.928	6
Consumption Behaviour Intention		0.955	6

Normality Test

Before doing further statistical analysis, such as confirmatory factor analysis and structural equation modelling, it is important to check the normality of the data. This ensures that the chosen statistical methods are suitable. This study used skewness and kurtosis to assess the univariate normality of each observed variable. According to Tabachnick and Fidell's criteria (2007), if the absolute values of skewness and kurtosis are both less than 2, the data can be considered normally distributed. The test results show that all variables meet this standard.

Assessment of Measurement Model

This study focused on the overall evaluation of the measurement model involving all variables (cultural dimensions theory and consumption behaviour intention). The cultural dimensions theory has six main sub-constructs: Power Distance, Collectivism, Femininity, Uncertainty Avoidance, Long-term Orientation, and Indulgence. The overall measurement model combines the cultural dimensions theory and consumption behaviour intention. The path results of the full measurement model are shown in Figure 2. The fit indices are $\chi^2 = 671.060$, CMIN/DF = 1.259, RMSEA = 0.020, GFI = 0.947, CFI = 0.993, and TLI = 0.992. The results meet the fit criteria recommended by previous studies (Wu, 2010).

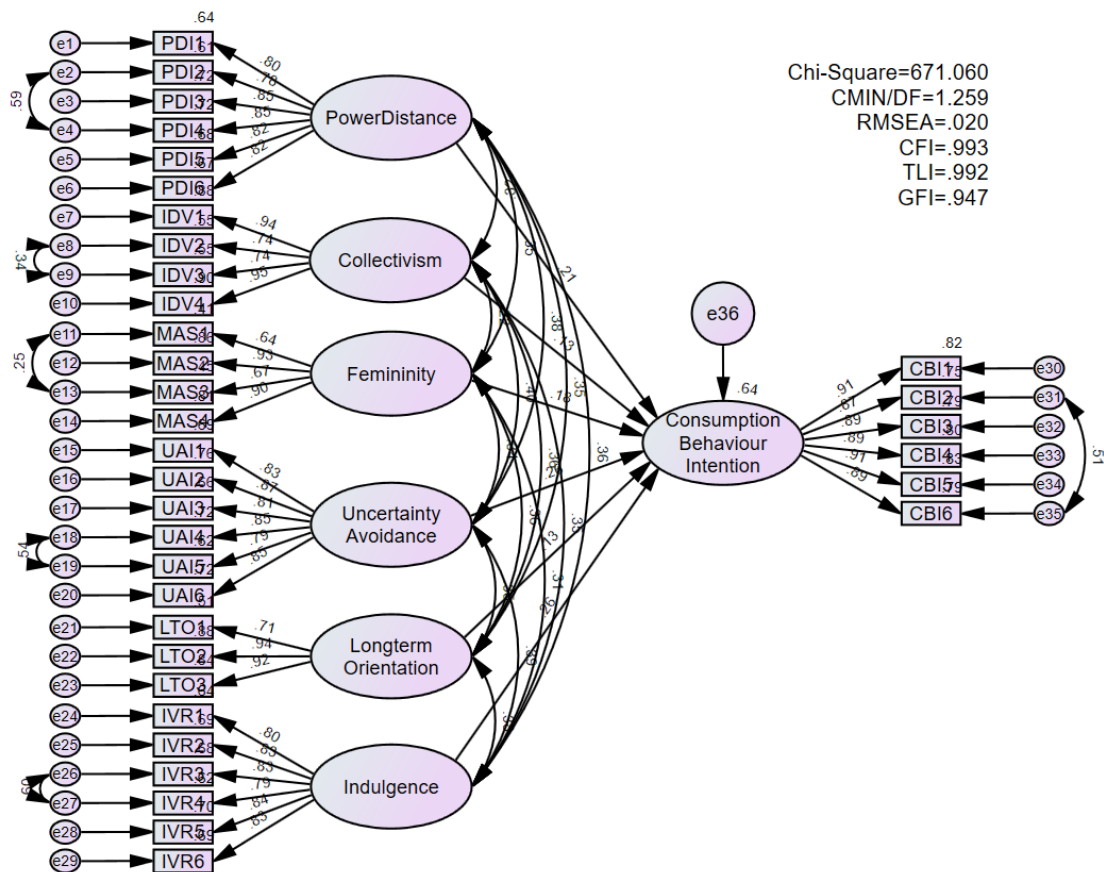


Figure 2: Measurement model path results

Testing Hypothesis H1

The hypothesis about the direct effect of Power Distance on consumption behaviour intention is as follows:

H1: In a high power distance culture, Chinese K-drama fans are more likely to show consumption behaviour intention towards idol-related products and services. The analysis confirmed that Power Distance (PDI) has a significant positive effect on consumption behaviour intention (CBI) among Chinese K-drama fans ($\beta = 0.211$, $p < 0.001$). The test result is highly significant (C.R. = 6.642). This finding supports hypothesis H1.

Testing Hypothesis H2

The hypothesis about the direct effect of Collectivism on consumption behaviour intention is as follows:

H2: In a collectivist culture, fans are more likely to increase their consumption behaviour intention by joining group activities, such as voting, fan support, or buying merchandise. The analysis confirmed that Collectivism (IDV) has a significant positive effect on consumption behaviour intention (CBI) among Chinese K-drama fans ($\beta = 0.134$, $p < 0.001$). The test result is highly significant (C.R. = 4.348). This finding supports hypothesis H2.

Testing Hypothesis H3

The hypothesis about the direct effect of Femininity on consumption behaviour intention is as follows:

H3: In a feminine culture, fans are more likely to express emotional attachment by buying merchandise and taking part in interactions, which raises their consumption behaviour intention. Data analysis shows that Femininity (MAS) has a significant positive effect on consumption behaviour intention (CBI) among Chinese K-drama fans ($\beta = 0.185$, $p < 0.001$). The test result is highly significant (C.R. = 5.863). This supports hypothesis H3.

Testing Hypothesis H4

The hypothesis about the direct effect of Uncertainty Avoidance on consumption behaviour intention is as follows:

H4: In a culture with high uncertainty avoidance, fans tend to rely on authoritative information and standardised consumption paths, which strengthens their consumption behaviour intention towards idol-related products and services. The analysis confirms that Uncertainty Avoidance (UAI) has a significant positive effect on consumption behaviour intention (CBI) among Chinese K-drama fans ($\beta = 0.256$, $p < 0.001$). The test result is highly significant (C.R. = 7.736). This finding supports hypothesis H4.

Testing Hypothesis H5

The hypothesis about the direct effect of Long-term Orientation on consumption behaviour intention is as follows:

H5: In a long-term oriented culture, fans are more likely to see supporting idols as a continuous investment, which increases their consumption behaviour intention. The data analysis shows that Long-term Orientation (LTO) has a significant positive effect on consumption behaviour intention (CBI) among Chinese K-drama fans ($\beta = 0.128$, $p < 0.001$). The test is significant (C.R. = 4.057). This finding supports hypothesis H5.

Testing Hypothesis H6

The hypothesis about the direct effect of Indulgence culture on consumption behaviour intention is as follows:

H6: In an indulgent culture, fans are more likely to participate in idol-related activities through immediate consumption and emotional expression, which enhances their consumption behaviour intention. The empirical results show that Indulgence (IVR) has a significant positive effect on consumption behaviour intention (CBI) among Chinese K-drama fans ($\beta = 0.257$, $p < 0.001$). The test is significant (C.R. = 7.888), fully supporting hypothesis H6.

According to the SEM results, all cultural dimensions have a significant positive effect on the consumption behaviour intention of Chinese K-drama fans, but the effect sizes differ. Among them, uncertainty avoidance ($\beta = 0.256$) and indulgence ($\beta = 0.257$) have the largest path coefficients, showing that fans' needs for security, certainty, and immediate emotional satisfaction have the strongest influence on consumption intention. Power distance ($\beta = 0.211$) and femininity ($\beta = 0.185$) have moderate effects, indicating that in high power distance and feminine cultural contexts, fans' cultural traits significantly increase their intention to consume K-drama-related products or services. Collectivism ($\beta = 0.134$) and long-term orientation ($\beta = 0.128$) have relatively smaller effects, suggesting that group identity and long-term planning are significant but have a slightly weaker direct effect on immediate consumption intention.

Regarding the discriminant validity of the sub-constructs of cultural dimensions, the square root of the average variance extracted (AVE) for each sub-construct is higher than the correlations between constructs. This indicates that the measurement model has good discriminant validity.

This study is based on Hofstede's cultural dimensions theory and explores how six cultural factors—Power Distance, Collectivism, Femininity, Uncertainty Avoidance, Long-term Orientation, and Indulgence—directly affect the consumption behaviour intention of Chinese K-drama fans. The results show that all these dimensions have a significant positive effect. This finding not only supports the use of Hofstede's theory in fan behaviour research but also enriches the theory in cross-cultural consumer studies.

First, in a high power distance culture, Chinese K-drama fans are more likely to show consumption behaviour intention towards idol-related products and services, supporting Hypothesis 1. This may be related to the value placed on authority and social status among the young fanbase in northern China. Some studies have shown that, stars in K-dramas often represent an ideal social class, and fans express their love by buying related products or services, which also symbolises a way to get closer to high social status (Du et al., 2025; Leonhardt et al., 2020; Zhang et al., 2022). So, in cultures with high Power Distance, fans are more likely to use consumption to show their respect for the idol's authority and social influence.

Second, in a collectivist culture, fans are more likely to increase their consumption behaviour intention by joining group activities, such as voting, fan support, or buying merchandise, supporting Hypothesis 2. K-drama fans usually belong to close-knit communities where group identity and social belonging encourage people to make buying decisions that match the group. In strongly collectivist societies, fans are influenced by others around them, and group behaviour strengthens individual consumption intention (Du et al., 2025; Leonhardt et al., 2020). Also, by joining group support activities and buying the same merchandise, fans increase group unity. This social motive deepens their consumption behaviour intention.

In a feminine culture, fans are more likely to express emotional attachment by buying merchandise and taking part in interactions, which raises their consumption behaviour intention, supporting Hypothesis 3. In previous studies, femininity mainly values emotions, care, and connecting with others. The main theme in K-dramas is artwork of fragile emotions and great interpersonal relationships, which makes it easy for the fans to get connected and identify psychologically (Gong, 2024; Guo, 2024; Liu, 2025). Thus, the fans who are attracted to feminine culture mostly tend to share their feelings through the purchase of K-drama activities, which they can also use for community building, hence increasing the intention of their behaviour.

In a culture with high uncertainty avoidance, fans tend to rely on authoritative information and standardised consumption paths, which strengthens their consumption behaviour intention towards idol-related products and services, supporting Hypothesis 4. This shows that when one buys goods from authorized shops or becomes a member and participates in official rallies and fan activities, one's doubts are reduced, and there will be more trust and belonging (Gong, 2024; Guo, 2024; Liu, 2025). The K-drama enthusiast feels order through this type of consumption, which intensifies their interest and their future loyalty to K-dramas.

In a long-term oriented culture, fans are more likely to see supporting idols as a continuous investment, which increases their consumption behaviour intention, supporting Hypothesis 5. Cultures that are long-term oriented tend to prioritize future goals and establishing dense connections more than in short-term cultures. This is reflected in the degree of their intense devotion and emotional relationship with their idols. Fans frequently view their connecting with their idols as an emotional bond, which is usually long-run rather than a momentary action (Tian et al., 2023; Zhao & Wu, 2020). As a result, they are prepared to devote their time and money to predictable and permanent consumption of these as indicators of their commitment and longevity.

Lastly, in an indulgent culture, fans are more likely to participate in idol-related activities through immediate consumption and emotional expression, which enhances their consumption behaviour intention, supporting Hypothesis 6. The researchers find that in such cultures the fans opt for spending as a function of their immediate sentiments and their own feel-good attributes. K-dramas and its affiliates' products tend to enlighten emotionally, allow people to escape from their bleak lives, and on the side, allow people to indulge their senses (Fung, 2009; Song, 2024; Wen, 2025). Hence, there is a strong push for consumption amongst fans living in cultures that are more indulgent. This emotional-driven behaviour is especially clear among young fans, who often turn to K-drama culture and related purchases to relieve stress or comfort themselves during difficult times.

In summary, the six cultural dimensions all play key roles in shaping the consumption behaviour intention of Chinese K-drama fans. These results not only confirm the importance of cross-cultural factors in fan behaviour research but also suggest that researchers and marketers should pay more attention to the deep cultural drivers behind consumption.

CONCLUSION

Theoretical Implications

This study is based on Hofstede's cultural dimensions theory and deeply explores the influence of six cultural dimensions—Power Distance, Collectivism, Femininity, Uncertainty Avoidance, Long-term Orientation, and Indulgence—on the consumption behaviour intention of Chinese K-drama fans. It enriches and expands research on fan behaviour in a cross-cultural context. From a theoretical point of view, this study not only confirms the key role of cultural factors in fans' consumption decisions but also provides new empirical support for the link between fan culture and consumer behaviour. Especially since previous research mostly focused on Western contexts or on individual cultural variables, this study systematically shows how multiple cultural factors together affect fans' consumption intention, offering strong theoretical innovation (Chen et al., 2022; Liu, 2025; Wen, 2025).

Practical Implications

In practise, the results offer important guidance for cultural and entertainment industries, especially those involved in Korean Wave content production and brand marketing (Chen et al., 2022; Liu, 2025; Wen, 2025). Understanding the psychological traits of Chinese K-drama fans across different cultural dimensions helps companies better align their communication strategies, product design, and choice of brand ambassadors with fans' mindsets and consumption preferences. At the same time, companies can develop localised content marketing strategies based on the different effects of cultural dimensions to improve market response and increase consumption of cultural products.

Research Limitations

Although this study was carefully designed in both theory and empirical analysis, it still has some limitations. First, the study notably concentrated on Chinese K-drama fans who were within the 18 to 39 age bracket. The values of this age group and their lifestyles could be very different from those of other age groups, so the results of this group of fans cannot be generalized to all fans. Second, a cross-sectional survey method was adopted for the study; this method is good for showing the relationships between variables but cannot demonstrate the way these variables evolve over time.

Future Research Directions

Based on the above limitations, future research can be expanded in several ways. First, it is suggested to include fans from other age groups or different cultural backgrounds to improve the generality and cross-cultural comparison value of the study. Second, a longitudinal study design could be used to explore the long-term effects of cultural values on consumption behaviour intention and how these change during the fan lifecycle. Moreover, future research can add qualitative interviews or mixed methods to better understand the psychological processes and behaviour logic behind cultural dimensions, thus giving a fuller picture of the complexity and diversity of fan consumption behaviour.

In summary, this study examined the consumption behaviour intention of Chinese K-drama fans from a cross-cultural perspective, focusing on the role of Hofstede's cultural dimensions. Through empirical analysis of six dimensions—Power Distance, Collectivism, Femininity, Uncertainty Avoidance, Long-term Orientation, and Indulgence—the study found that all these cultural factors have a significant positive effect on consumption behaviour intention. The research not only enriches the theory of K-drama fan behaviour but also provides new empirical evidence on how cultural values shape fan consumption. Practically, the findings offer targeted cultural strategy support for Korean Wave content producers, brand marketers, and cultural communicators, helping to increase emotional connection and market influence with target audiences.

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