

Effects of TV drama celebrities on national image and behavioral intention

Abstract

This empirical study attempted to identify the role of TV drama celebrity in explaining audience involvement, perceived national image, and audience behavioral intention. Among many significant findings, emotional and behavioral involvement with TV drama celebrities significantly influenced perceived national image. Perceived national image also had a significant impact on intentions to purchase celebrity-related products and visit film places. However, emotional involvement did not significantly affect intention to purchase celebrity-related products. In examining age and gender as moderating variables, three paths showed significant differences across age cohorts, while a significant path was not found across gender groups.

Keywords: celebrity, image, involvement, intention, film, media world, emotion, Korean wave, media audience, *My Love from the Star*

Introduction

In contemporary culture, the power of celebrity, such as movie stars, has been recognized in numerous studies on celebrity marketing and advertising. The introduction of a celebrity endorser is expected to increase credibility and thus generate a more favorable evaluation of a product (Friedman & Friedman, 1979; Kamins, 1989; McCracken, 1989; Pradhan, Duraipandian, & Sethi, 2016). Previous studies have also investigated the influence of celebrity on hospitality and tourism businesses to ascertain whether it plays a crucial role in boosting the volume of sales (Magnini, Garcia, & Honeycutt, 2010; Magnini, Honeycutt, & Cross, 2008), providing credibility and persuasiveness of advertisement's messages (Chang, Wall, & Tsai, 2005; Kim, Lee, & Prideaux, 2014), and promoting destinations (Chen, 2018; Fath, Fiedler, Li, & Whittaker, 2017; Glover, 2009; Lee, Scott, & Kim, 2008; van der Veen, 2008; Wang, Kim, & Agrusa, 2018; Wong & Lai, 2015), hospitality organizations such as hotels (Kim et al., 2014; Magnini et al., 2008), and event and festival (Kim, Choe, & Petrick, 2018).

For example, Kim et al. (2018) examined the positive impact of celebrity writer endorsement on festival brand equity and attachment to a festival destination in South Korea. Whereas, Kim et al. (2014) suggested that trust in celebrity endorsers by Japanese tourists was transferred to perceptions of a Korean hotel's corporate image, its credibility, and loyalty to the hotel they chose to stay in. Chen (2018) confirmed that the level of film audience's involvement with celebrity such as movie stars has a positive relationship with place attachment of film destination and cognitive and affective destination images. In similar, Fath et al. (2017) proposed that personally narrated travel experience of a foreign celebrity influences travel experience of potential tourists drawing on a single case study of a Chinese actress Yao Chen as a celebrity endorser to promote New Zealand.

A common but fundamental question in the previous research contexts is “who are the most appropriate celebrity endorsers for a company or a product in terms of effectiveness for advertising purposes?” The answer depends on the characteristics of the celebrity endorser and the company or the product. Thus, several studies have examined the underlying attributes of celebrity endorsers in terms of trustworthiness, expertise, personality, appearance, management of private life, attractiveness, competency, relationships, likeability, familiarity, and identification (Chang et al., 2005; Kim et al., 2013; Kim et al., 2014; Kim et al., 2018; Magnini et al., 2008). While the above studies have looked at the effectiveness of different types of endorsements across various product types, very few studies have examined the specific influence of celebrity endorsement in promoting tourist destinations.

The fame of Korean popular media and its influence on the film tourism phenomenon in Korea is no longer news to us. The Korean Wave or *Hallyu* phenomenon has existed since the 1990s and has often been described as a “cultural tsunami” (Yang, 2012), but there is no consensus on its definition and scope. It generally, and broadly, encapsulates Korean TV dramas, movies, variety TV shows, pop music (K-pop), computer games, fashion and cosmetics, and food (Kim, Long, & Robinson, 2009). With the spin-off effect of the *Hallyu* phenomenon, the impact of *Hallyu* celebrities was studied in relation to enhancing product loyalty (Kim et al., 2014), national image (Kim & Nam, 2016; Lee, Ham, & Kim, 2015), and intentions to (re)visit Korea (Yen & Teng, 2015).

In contrast, with few exceptions, there is limited understanding of the role of celebrity on the phenomenon of film tourism (Yen & Croy, 2016; Yen & Teng, 2015). This dearth in research is quite ironic given that the audience’s much-loved characters and celebrities and their storylines, unfolding in a mediatized world, are ultimately responsible for the phenomenon of people travelling to places they associate with films or TV series (Kim, 2012a; Macionis & Sparks, 2009; Reijnders, 2011).

Having acknowledged this gap in research, the current study aims to develop and examine a conceptual and empirical model of the role of celebrity in explaining audience involvement, perception of destination image, and behavioral intentions in the context of film tourism in Korea among international audiences of Korean TV dramas. The study has a particular focus on the influence of Korean TV drama celebrities on mainland Chinese audiences who are one of the national cohorts most influenced by this phenomenon.

Literature Review and Hypotheses

Role of celebrity in film tourism

In the context of tourism studies, many tourists have themselves been filmed and photographed walking across Abbey Road in the UK, which featured on the Beatles album cover of the same name. The names of stars embedded in Hollywood Boulevard has also become a spiritual repository for celebrity and a source of fascination for tourists (Beeton, 2005). Similarly, as an expression of fandom, middle-aged male tourists often visit the Hong Kong Heritage Museum and the Avenue of Stars, which exhibits Bruce Lee's memorabilia and iconic statue (Kim & Kim, 2018). People seek to distinguish between celebrities and "the rest" and develop a deeper interest in glimpses, revelations, exposure, and scandals associated with celebrities. They, even sometimes, make a pilgrimage to visit and gaze upon celebrity's homes and various sites and trails linked with them. These acts in relation to celebrity are largely due to "a chasm between what is experienced as the world in the media and the world outside of it" (Reijnders, 2011, p. 106).

In a similar vein, the role of celebrity or mediatized characters played by celebrity in the context of film tourism has been noted. Various terms have been suggested in the relevant literature: celebrity attachment (Wong & Lai, 2015), celebrity involvement (Lee et al., 2008; Yen & Teng, 2015), and celebrity worship (Yen & Croy, 2016). These terms are generally

aligned with the concept of audience involvement (Kim, 2012a), which is a broader term that captures both celebrity-based involvement (e.g., parasocial interaction and identification) and non-celebrity-based involvement with media content (e.g., props, situations, and storylines). The notion of vicarious involvement (Beeton, 2005) and empathic involvement has also been discussed in relation to the role of celebrity to explain the global film tourism phenomenon.

Emotional involvement and behavioral involvement

In one of the earliest studies, Lee et al. (2008) proposed and tested the construct of celebrity involvement modified by leisure involvement. Despite their timely initiative, the study failed to understand the multidimensional nature of audience involvement with celebrity. In particular, little attention was given to the fact that interaction with a celebrity was understood as shorthand for interpersonal involvement or affective bonding (van der Veen, 2008; Yen & Teng, 2015), described as the illusion of intimacy at a distance in the context of parasocial interaction theory (Horton & Wohl, 1956).

As such, prior to deciding to become film tourists, audiences first develop profound bonds or connectedness with characters and actors. After the initial exposure to media programs, especially to the serialized TV drama genre, the audience transforms them into beloved celebrities through continuous parasocial interaction (Kim & Long, 2012; Kim, Kim, & Petrick, in press). It is because the audience imagines the characters to be active subjects that they become very important people, appearing to lead autonomous lives outside the world of fiction.

Kim (2012a), in a later study, provided empirical support confirming the relationship between audience involvement and film tourist experiences. In summary, Kim found that the more emotional involvement audiences developed (in terms of parasocial interaction, connectedness, attachment or identification), the more active behavioral engagement they had

with the celebrity. Thus, those who were more psychologically and emotionally involved with a film or TV drama celebrity tended to show stronger behavioral involvement, such as updating most recent news, visiting the places where the star was screened, watching a film more attentively, and gossiping about the celebrity (Kim et al., 2014; Lee et al., 2008; Sood & Roger, 2000; Wong & Lai, 2015; Yen & Croy, 2016). Therefore, Hypothesis 1 addresses how emotional involvement with celebrities affects behavioral involvement with celebrities and is expressed as:

H1: Emotional involvement with celebrities positively influences behavioral involvement with celebrities.

Emotional involvement and perceived image of a film destination

Emotional involvement with celebrity has a significant effect on perceived destination images of locations depicted in films. Multiple symbolic meanings of the characters or storylines related to the characters are formulated while watching a film, and these meanings tend to be assimilated into the film backdrop (Kim et al., 2007; Macions & Sparks, 2009). Thus, emotionally involved audience members are more likely to consider a film destination “as a sacred place rather than sites of spectacle” (Roesch, 2009, p. 134) imbuing it with strong emotional and symbolic meanings.

Yen and Croy (2016) empirically tested a conceptual model of celebrity involvement, celebrity worship, and destination image. Their key findings suggested that the level of celebrity involvement and worship determined the positive perception of the featured destination image. Furthermore, the level of familiarization with a place and the identity associated with the consumption of films or TV dramas was further strengthened by psychological involvement (Couldry, 1998; Kim & Long, 2012). The more the audience liked

the celebrity in a film or TV drama, the more they felt familiar and well-disposed toward the featured destinations. Therefore, Hypothesis 2 was developed as follows:

H2: Emotional involvement with celebrities positively influences perceived image of a film destination.

Behavioral involvement with celebrities and perceived image of a film destination

Some studies reported that enduring behavioral involvement with a film star accelerates connection with and familiarity with the film place (Liou, 2010; Su, Huang, Brodowsky, & Kim, 2011; Yen & Croy, 2016; Yen & Teng, 2015). It can be interpreted that the audience who are fans of the character like recollecting their memories and nostalgic emotions about a film, and thus become attached to the film locations (Bartoletti, 2010). This transfer process can be explained by the symbolic communication theory (Hawkins, 1973; Spears, Mowen & Chakraborty, 1996) and the meaning transfer model developed by McCracken (1989). These models explain that cultural icons have symbolic meaning in the minds of the behaviorally involved public, and these symbolic meanings are easily conveyed to other objects. This happens because fans attempt to match celebrities with places where they are featured.

For example, those who liked imitating poses or actions of Hong Kong movie stars showed an ongoing interest in the backdrop to the movies and, thus, perceived the image of the destination more favorably (Kim & Kim, 2018). Likewise, fans' visits to filming locations were attributed to a desire to seek movie stars' personalized and symbolic meanings and values after positively perceiving the backdrop portrayed in the film (Macionis & Sparks, 2009; Su et al., 2011). Thus, it is hypothesized that:

H3: Behavioral involvement with celebrities positively influences the perceived image of a film destination.

Emotional involvement, behavioral involvement, and behavioral intention

Previous studies have indicated that an audience's behavioral intention to visit a film destination is likely to be affected by the level of emotional involvement it has with its beloved celebrity (Kim & Kim, 2018; Yen & Croy, 2016; Yen & Teng, 2015). The strong emotional involvement with main movie characters is reinforced when film tourists have multifaceted motivations (Kim & Assaker, 2014; Pan & Ryan, 2013; Suni & Komppula, 2012). They exhibit multidimensional on-site behaviors such as beyond-screen sensory experiences, re-enactment, perceived physical closeness to celebrities, and memory-tracking of scenes where main stars are shown (Kim, 2012a; Kim & Assaker, 2014).

Fans who are emotionally interested in the actors/celebrities want to get close to them. They sometimes use fan activities as a means to achieving this end. They also sometimes rent properties, from where they either have a direct or indirect view of the actors/celebrities and can pursue voyeuristic seductions and/or catharsis (Bird, 2003). In an attempt to identify causal relationships between audience involvement and behavioral intention, Yen and Teng (2015) provided empirical results demonstrating that the level of behavioral involvement with celebrity had a positive direct impact on future behavioral intention to take part in film tourism activities. The level of emotional and behavioral involvement led to stimulating past memories related to the film and was linked to future behavioral intentions at a film place (Macions & Sparks, 2009). Also, those highly committed to watching films, where their beloved celebrities were featured, were more likely to collect memorabilia or trivia about them and purchase media figure related products such as posters, mugs, and t-shirts (Ferguson, 1992; Kim, Agrusa, Lee, & Chon, 2007). Thus, Hypotheses 4 and 5 were developed as:

H4: Emotional involvement with celebrities positively influences the intention to purchase celebrity-related products.

H5: Behavioral involvement with celebrities positively influences the intention to purchase celebrity-related products.

Perceived image and behavioral intention

Nostalgic emotions attached to films act as an impetus to stimulating perceptions of familiarity with the destination, personalizing the destination, and providing audience members with a feeling of proximity (Reijnders, 2011, 2016). Audiences who become more familiar with the screened place formulate positive images with it and are thus keen to re-enact or mimic favorite characters' poses and narratives in the film landscapes or locations where they already have an attachment (Connell, 2012; Kim, 2010; Lee, 2012; Pan & Ryan, 2013; Reijnders, 2016; Robinson 2015; Roesch, 2009; Suni & Komppula, 2012).

Audiences motivated by perceiving the film place favorably, relish a sense of place and the authenticity of the backdrop. They also enjoy more rhetorical experiences, such as wearing their costumes, drinking coffee like movie stars, showing an interest in products used by film stars, and imitating their actions to feel a "personal" proximity to the film (Buchmann, Moore, & Fisher, 2010; Kim 2012a; Robinson, 2015; Reijnders, 2011). As a result, the film destination image infiltrates the minds of likeminded audiences and may influence preferences for activities at the destination (Buchmann et al., 2010; Reijnders, 2016).

Hypotheses 6 and 7 are proposed as follows:

H6: Perceived image of a film destination positively influences the intention to purchase celebrity-related products.

H7: Perceived image of a film destination positively influences the intention to visit film destinations portrayed in the film.

Effect of gender and age in the proposed conceptual model

Only a few empirical studies have examined either the relationships between celebrities and behavioral intention in film tourism, or the moderating or mediating roles of relevant variables (e.g., celebrity worship, perceived value, or demographics) in predicting these relationships (Kim et al., 2007; Kim, 2012b; Kim & O’Conner, 2011; Liou, 2010; Yen & Teng, 2015). Further studies are needed to incorporate the important previous findings on the effects of celebrity on film tourism in a broader context. In this regard, Yen and Teng (2015) noted that the potential moderating roles of gender and age on the relationships between celebrity involvement, perceived destination image, and behavioral intention needed further examination, as young female audience members were more inclined to participate in film tourism.

In South Korea, some studies (Kim, 2012b; Kim & O’Conner, 2011) discovered that the great majority of film tourists visiting *Daejanggeum* Theme Park in South Korea were females from four countries: China, Japan, Taiwan, and Thailand. They further highlighted that the majority of Japanese and Thai film-tourists in Korea were married women in their forties and older, whereas Taiwanese film tourists were predominantly single women in their 20s to 30s (Kim, 2012b). In a similar vein, Liou (2010) found that among Taiwanese film tourists who were younger and female, there was a reported positive change in image of Japan after watching Japanese TV dramas. In comparison, Kim et al. (2007) suggested that a Korean-drama (K-drama hereafter) “Winter Sonata” prompted middle-aged Japanese women with a lower educational level to visit the filmed locations.

Though there is no consensus on the effect of socio-demographics on film tourism related variables, it is expected that, to some extent, at least gender and age may have an impact on the relationships between them. Therefore, it is hypothesized that:

H 8a-g: Gender has a significant moderating effect on the film tourism related variables.

H 9a-g: Age has a significant moderating effect on the film tourism related variables.

This study then developed a conceptual model for the influence of celebrity on film tourism, which is presented in Figure 1. This model includes emotional involvement, behavioral involvement, perception of national image, the intention to purchase actor related products, and the intention to visit screened places. Seven hypotheses regarding the associations between these constructs were formulated (H1-H7). In addition, the two constructs, gender and age, were integrated, as moderators, into the proposed theoretical framework, as Hypotheses 8 a-g and 9 a-g. They are concerned with the moderating role of gender and age in the theoretical model.

[Insert Figure 1]

Methods

Measurement and data collection

Items related to celebrity and film tourism were developed. Items pertinent to the audience's emotional involvement with celebrities were arrived at by reviewing previous studies (Lee et al., 2008; Su et al., 2011; Wong & Lai, 2015; Yen & Croy, 2016; Yen & Teng, 2015). These items included the emotional role attached to the celebrity by the audience, such as personalization and emotional attachment. Items related to behavioral involvement with celebrities that indicated behavioral pursuit of celebrities were developed (Kim & Assaker, 2014; Kim, 2012a; Lee et al., 2008; Sood, 2002; Yen & Croy, 2016).

Items related to the audience's perceived image of their destination country, which had been influenced by the screened celebrities, were developed to understand the level of familiarity or favorability of a destination. The items were modified by variables measuring the national image of a country that had been formed as a result of the influence of a film

(Hudson, Wang, & Gil, 2011; Kim, Kim, Agrusa, & Lee, 2012; Yen & Croy, 2016). Items to measure intention to purchase celebrity-related products were developed in line with previous studies (Ergin & Ozdemir, 2016; Hung, 2014; Lee et al., 2008). Further items were designed to measure intention to visit actual places that had been featured onscreen.

Since the measurement of items can differ from study to study, because of the different study settings, in-depth interviews were conducted with ten mainland Chinese graduate students who watched K-dramas as an important social and cultural activity in their daily lives. It was a stage to extract items and check whether they differ from those of previous studies. Over the course of two in-depth interviews, they provided invaluable comments on the existing items related to levels of emotional involvement, levels of behavioral involvement, the influence of onscreen celebrities on perceived image, kinds of celebrity-related products, and kinds of film tourism. As a consequence of these interviews, new items were added, including “I thought about the characters when the episodes were over” and “I will visit Korea to eat Korean food I saw screened in the drama series.” All of these items were measured on a 5-point Likert scale in which “1” indicated “strongly disagree” and “5” equaled “strongly agree.”

A questionnaire that had been developed was translated from English into Chinese by three PhD students who were majoring in tourism and hospitality. Before deciding on the final version, the translators had two meetings to review their translated content. A pilot test was then conducted through an online panel survey using a sample of 50 mainland Chinese people. After reflecting on their comments and making any relevant changes, the main survey was conducted by an online panel survey company with approximately 2.5 million members in China. An online panel survey is beneficial when the data collection period is time limited and speedy replies are required, as exact samples are targeted (Couper, 2008). Two screening questions were added. The first question asked if they had watched at least two K-dramas

within the previous two years, and the second asked them to write down the titles of the two dramas. If they confirmed the two screening questions, they started answering the questions. After deleting 20 incomplete or insincere responses, a total of 430 questionnaires were utilized for data analysis.

Data analysis

This study adopted a reliability test to identify the internal consistency of items in each domain. A variety of validity constructs were extracted through scale development, and during data analysis, they were tested to investigate the extent to which the concepts were precisely measured. Content validity can be achieved through a thorough literature review, a pre-test, and a pilot test. This study involved a rigorous literature review, a pre-test, and a pilot-test. In particular, during the pre-test and pilot study, this study checked face validity through a pool of judges (TV drama watchers, graduate students, and pilot study participants) to confirm a comprehensive understanding of the five constructs. This study also conducted correlation analysis to guarantee concurrent validity among the constructs because a high level of correlation between similar constructs confirms satisfactory concurrent validity (Hair, Anderson, Tatham & Black, 2009).

Firstly, this study conducted factor analysis to assess the factor structure of five constructs. Then, structural equation modeling (SEM) was conducted to evaluate the adequacy of the proposed theoretical framework and to test the hypothesized relationships. Invariance tests were then specifically conducted to identify whether the proposed model was different with regard to gender and age.

Results

Profiles of the respondents

Of the 430 survey respondents, 69.2% were female. Regarding marital status, 55.1% of the sample were married and about 44.9% of them were single (191 participants). The majority of the respondents (68.6%) were aged 35 or younger, while 31.4% were aged 36 to 50 (31.4%). These results are consistent with reports that most K-drama audiences in China are from the younger generation (Kim & Kim, 2018). In terms of the respondents' total number of visits to Korea, about 40.9% reported that they had not visited Korea, 34.1% had visited Korea once, 14.4% had visited twice, and 5.4% had visited more than twice. Most of the respondents watched K-dramas online (83.5%) or on TV (13.2%).

[Insert Table 1]

Measurement model

Before evaluating the structural model, the measurement model was initially generated by using confirmatory factor analysis (CFA). A maximum likelihood estimator (MLE) approach was used for the generation of the measurement model. AMOS version 20 was utilized as a data analysis tool. Results of the confirmatory factor analysis showed an adequate level of model fit to the data ($\chi^2 = 480.980$, $df = 142$, $p < .001$, $\chi^2/df = 3.387$, RMSEA = .075, CFI = .933, IFI = .933, TLI = .919). As reported in Table 1, all standardized loadings were significant ($p < .01$). A composite reliability was calculated.

Our calculation revealed that the reliability values ranged from .802 to .880, exceeding the suggested cutoff of .60 (see Table 2). Hence, the measures for each research construct were taken to be internally consistent (Hair et al., 2009). Next, the average variance extracted (AVE) was calculated to assess construct validity. Our calculation indicated that AVE values, ranging from .504 to .711, all exceeded the minimum threshold recommended by Hair et al. (2009). Therefore, convergent validity was established. Subsequently, these

AVE values were compared to a series of squared correlations between constructs for the identification of discriminant validity (Fornell & Larcker, 1981). As shown in Table 2, all AVE values were generally greater than the squared correlations. Hence, discriminant validity was evident.

[Insert Table 2]

Structural equation modeling (SEM) analysis

Structural equation modeling (SEM) was conducted to evaluate the adequacy of the proposed theoretical framework and to test the hypothesized relationships. Our results indicated that the model adequately fit the data ($\chi^2 = 540.809$, $df = 145$, $p < .001$, $\chi^2/df = 3.730$, RMSEA = .080, CFI = .921, IFI = .922, TLI = .907). In addition, our theoretical model was found to include a sufficient level of predictive power for the intention to purchase celebrity-related products ($R^2 = .84$) and the intention to purchase other Korean products ($R^2 = .59$). Findings further revealed that both emotional and behavioral involvement accounted for about 71.5% of the total variance in the perceived image of Korea ($R^2 = .72$) and that emotional involvement explained about 77.9% of the variance in behavioral involvement ($R^2 = .78$). Figure 2 and Table 3 include all details regarding these structural model results.

[Insert Figure 2 and Table 3]

The proposed impact of emotional involvement on behavioral involvement was tested. Findings revealed that emotional involvement exerted a significant influence on behavioral involvement ($\beta = .88$, $p < .01$). Thus, Hypothesis 1 was supported. Hypotheses 2 and 3 were tested. As expected, the perceived image of Korea was a significant and positive predictor of emotional ($\beta = .37$, $p < .01$) and behavioral ($\beta = .50$, $p < .01$) involvement. These findings

supported Hypotheses 2 and 3. The hypothesized impact of emotional and behavioral involvement and perceived image of Korea on purchasing intention for celebrity-related products was then assessed.

The results of the structural analysis indicated that while behavioral involvement ($\beta = .61, p < .01$) and perceived image of Korea ($\beta = .24, p < .01$) positively, and significantly, the two purchasing intention constructs, emotional involvement was not significantly associated with intention to purchase celebrity related products ($\beta = .11, p > .05$). Thus, while Hypotheses 5 and 6 were supported, Hypothesis 4 was not supported. The impact of the perceived image of Korea was evaluated. As expected, intention to visit film destinations was a significant predictor of the perceived image of Korea ($\beta = .77, p < .01$). This finding supported Hypothesis 7.

Indirect impact and total impact

The indirect impact of research variables was assessed. Our findings revealed that behavioral involvement significantly affected intention to purchase celebrity-related products ($\beta_{BI \rightarrow PIK \rightarrow IPCP} = .12, p < .05$) and intention to visit film destinations ($\beta_{BI \rightarrow PIK \rightarrow IVFD} = .38, p < .01$), indirectly, through the perceived image of Korea. Our results also indicated that emotional involvement included a significant indirect impact on intention to purchase celebrity-related products ($\beta_{EI \rightarrow BI \rightarrow PIK \rightarrow IPCP} = .73, p < .01$). In addition, our results showed that emotional involvement significantly affected intention to visit film destinations, indirectly, through the perceived image of Korea ($\beta_{EI \rightarrow PIK \rightarrow IVFD} = .62, p < .01$) and significantly influenced the perceived image of Korea through behavioral involvement ($\beta_{EI \rightarrow BI \rightarrow PIK} = .44, p < .01$). These findings supported the significant mediating roles of the perceived image of Korea and behavioral involvement within the proposed theoretical framework. The insignificant

association between emotional involvement and purchase intention of celebrity-related products was also due to the impact of these two mediators.

Subsequently, the total effect of the study constructs was evaluated. As reported in Table 3, emotional involvement had the greatest total impact on intention to purchase celebrity-related products ($\beta = .84, p < .01$), followed by behavioral involvement ($\beta = .73, p < .01$) and the perceived image of Korea ($\beta = .24, p < .01$). That is, emotional involvement included the relative importance of determining intention to buy celebrity-related products. The perceived image of Korea had the greatest total impact on intention to visit film destinations ($\beta = .77, p < .01$), followed by emotional involvement ($\beta = .62, p < .01$) and behavioral involvement ($\beta = .38, p < .01$). In other words, the perceived image of Korea had the greatest comparative impact on determining intention to visit film destinations.

Invariance models

The dataset was split into subsamples by gender (male and female) and age (less than middle-aged group; middle-aged group) to assess the moderating effects of these demographic factors. The male subsample included 131 participants, and the female subsample included 294. A K-mean cluster analysis was used to classify the survey participants into older ($n = 135$) and younger ($n = 290$) subsamples. A baseline model for the gender subsamples and a baseline model for the age subsamples were generated. All of the factor loadings were restricted so that they were equivalent across the subsamples for the generation of these baseline models. As reported in Tables 4 and 5, our findings revealed that the baseline model for the gender subsamples ($\chi^2 = 794.969, df = 304, p < .001, \chi^2/df = 2.615, RMSEA = .062, CFI = .905, IFI = .906, TLI = .893$) and the baseline model for the age subsamples ($\chi^2 = 746.138, df = 304, p < .001, \chi^2/df = 2.615, RMSEA = .059, CFI = .913, IFI = .914, TLI = .902$) showed a good fit with the data.

The hypothesized moderating effect of gender (Hypotheses 8 a-g) was initially tested. In particular, we compared the baseline model to a series of nested models in which a specific path of interest was constrained so that it was the same for both the gender subsamples. The results of the chi-square tests indicated that the paths from emotional involvement to behavioral involvement ($\Delta\chi^2 [1] = 1.461, p > .05$) and to the image of Korea ($\Delta\chi^2 [1] = .070, p > .05$) were not significantly different in the gender subsamples. The path from behavioral involvement to the perceived image of Korea did not differ significantly across subsamples ($\Delta\chi^2 [1] = .001, p > .05$) either.

In addition, the paths from emotional involvement ($\Delta\chi^2 [1] = .118, p > .05$), behavioral involvement ($\Delta\chi^2 [1] = .624, p > .05$), and the image of Korea ($\Delta\chi^2 [1] = .103, p > .05$) to the intention to purchase celebrity-related products were not significantly different for the male and female subsamples. Moreover, the relationship between the image of Korea and the intention to visit film destinations did not differ significantly between these subsamples. Therefore, Hypotheses 8 a-g were not supported. Interestingly, gender did not have a significant effect on any of the relationships between the constructs. This finding implies that, unlike our hypotheses, gender is not an important moderating factor in the K-dramas context. The detailed results of the invariance test for the gender subsamples are reported in Table 4 and Figure 3.

[Insert Table 4 and Figure 3]

The proposed moderating influence of age (Hypotheses 9 a-g) was also evaluated. The baseline model and its nested models were sequentially tested using chi-square tests. The results showed that the paths from emotional involvement to behavioral involvement ($\Delta\chi^2 [1] = 1.173, p > .05$) and to the image of Korea ($\Delta\chi^2 [1] = .994, p > .05$) were the same across the

age subsamples. In addition, the path from emotional involvement to the image of Korea ($\Delta\chi^2 [1] = .816, p > .05$) and the path from the image of Korea to the intention to visit film destinations ($\Delta\chi^2 [1] = 1.896, p > .05$) did not differ significantly between the older and younger age groups. Therefore, Hypotheses 9 a-c and 9 g were not supported. However, the paths from emotional involvement ($\Delta\chi^2 [1] = 6.137, p < .05$), behavioral involvement ($\Delta\chi^2 [1] = 10.220, p < .01$), and the image of Korea ($\Delta\chi^2 [1] = 3.844, p < .05$) to the intention to purchase celebrity-related products differed significantly across the age subsamples. Accordingly, Hypotheses 9 d-f were supported.

This finding implies that the magnitude of the effect of emotional involvement, behavioral involvement, and the image of Korea on the intention to purchase celebrity-related products is significantly influenced by age. Specifically, as shown in Figure 4, the influence of emotional involvement on this purchase intention was greater in the older age group ($\beta = .396, p < .01$) than in the younger age group ($\beta = -.151, p > .05$). In addition, the effect of the image of Korea on purchase intention was greater in the older age group ($\beta = .531, p < .01$) than in the younger age group ($\beta = .190, p > .05$). However, the effect of behavioral involvement on purchase intention was greater in the younger age group ($\beta = .918, p < .01$) than in the older age group ($\beta = .029, p > .05$). The results of the invariance test for age groups are presented in Table 5 and Figure 4.

[Insert Table 5 and Figure 4]

Discussions and implications

The findings of the current study offer several points worthy of discussions on both theoretical and practical concerns. They also establish a series of important implications for the tourism (and hospitality) and retail sectors (e.g., fashion, accessories, furniture, and homewares). First, the study confirms that emotional involvement with beloved celebrities of

TV dramas by individuals, influences the degree of their behavioral involvement and their perceived overall image of Korea as a TV drama producing and shooting location and the homeland of their cherished celebrities. This finding is consistent with prior studies (Kim, 2012a; Kim & Assaker, 2014; Kim & Kim, 2018; Yen & Croy, 2016). This study has also theoretically and statistically confirmed that emotional involvement through parasocial interaction, identification, connectedness, and other forms of affective and emotional engagement with celebrities (and characters) is the central part of audiences' viewing experiences of K-dramas (Kim, 2012a; Kim & Long, 2012; Kim & Kim, 2018).

However, it is noteworthy that, regardless of the crucial role that emotional involvement plays in TV drama viewing experiences (as confirmed by the high level of explanatory power represented by its R^2 value), it does not, necessarily, have a direct impact on an audience's intention to purchase celebrity-related products such as props and fashion items worn by celebrities. Instead, it is the behavioral involvement and the audience's perceived image of Korea, enhanced by the level of emotional involvement, that are the direct precursors of the audience's intention to purchase celebrity-related products. This means that the actual transformation of emotional involvement to an intention to purchase requires the important mediating role of behavioral involvement, which is considered to be the highest level of audience involvement in the context of media consumption (Sood, 2002). This can be theoretically explained by McCracken's transfer theory (1989) and Green and Brooks' transportation theory (2000) that were developed in the field of communications studies. They collectively explained that the symbolically constructed meaningful values of people (i.e., celebrities and characters), products (i.e., props), and messages in persuasive narratives would lead to an intention to more readily purchase products or enact other positive behaviors through an audience's active behavioral involvement alone.

Second, this study confirms that the perceived image of Korea is the significant contributor in determining an audience's intention to purchase both celebrity-related products and tourism travel to filmed locations. The perceived image of Korea, enhanced by the audience's emotional and behavioral involvement with celebrities (and characters), is the highest contributor in predicting the intention to purchase other Korean products. This finding alone makes a crucial contribution to the current film tourism literature, which has not yet attempted to holistically examine the statistical causal relationships between audience involvement, destination image, and intention to purchase. Previous studies merely tested the relationship between celebrity-focused involvement and potential tourists' destination images (Lee et al., 2008; Yen & Croy, 2016) and the relationship between celebrity involvement and behavioral intention (Wong & Lai, 2015; Yen & Teng, 2015), separately.

From a film tourism perspective, the findings in this study confirm some prior studies that suggested that, conceptually, the positively perceived destination images of filmed locations that arose from the development of a bond between a viewer and media characters and content while watching a media program, was an immediate antecedent of behavioral intention. With the above findings and discussions, initial collaboration and cooperation between media production and tourism sector's professionals is essential to implement more appropriate strategies to maximize the effects of celebrity on media-related tourism such as film tourism. A right mix of narratives and discourses of marketing campaign (e.g., brochures, magazines, advertisements) that encapsulates and promotes psychological connectedness between audiences and celebrities as media characters will be more effective. To do so, a good comprehension of complex mechanism and full spectrum behind potential film tourists' decision-making influenced by their beloved celebrities is precedent. Media figure-generated image of Korea as a potential tourism destination certainly leads to adding another layer to the existent destination images of Korea. It tends to be more powerful and influential for those

media-induced potential tourists, and thus it would be sensible to highlight this new image of Korea in conjunction with promoting celebrity-related products and commodities.

Third, unlike the hypothetical assumption made in this study, unexpectedly, neither gender nor age difference had a significant impact on (1) emotional involvement, (2) behavioral involvement, (3) perceived image of Korea, or (4) intention to purchase celebrity-related products and other Korean products. The only exception was the impact of age on audience involvement and perceived image of Korea in relation to intention to purchase celebrity-related products. This finding is very interesting for two reasons. First, there has been a long-standing stereotypical perception that this genre of serialized Korean TV dramas, often portraying universal themes such as love affairs (Kim et al., 2009; Kim & Long, 2012; Rubin, 1985), was predominantly watched by women. However, this perception has been debunked in the current study. Second, related to the first point, anecdotal evidence from previous international case studies (Huang, 2011; Kim & O'Connor, 2011; Kim, 2012b) suggested a higher proportion of female film tourists. Again, this long-held assumption is not upheld in the current study.

An additional interesting finding from the current study lies in the fact that the intention to purchase celebrity-related products, influenced by the overall effect of emotional and behavioral involvement and the perceived image of Korea, is much higher among the older age group. This is unexpected, as previous studies suggested that young trend- and fashion-sensitive women were the main audience for K-dramas in Asia (Huang, 2011). It might be true that young women are still the predominant audience for K-dramas such as *My Love from the Star* (2013) in the Asian context, but there may be some variations depending on the themes of K-dramas. For example, *Winter Sonata* (2002) was largely popularized by middle-aged female audiences (Kim et al., 2009).

There is even more to this situation than the previous points suggested. As discussed by Kim et al. (2009), the attractiveness of Korean actors as main characters in universal themed storylines in K-dramas not only condensed notions of Koreanness into an easily consumed popular format, but also held its pulling power to attract both male and female audiences regardless of age. However, in this study at least, older audiences of K-drama are more likely to purchase celebrity-related products, including products that their beloved celebrity characters advertise. This may be correlated to the general perception that older audiences have a higher buying power due to their greater disposable income.

In this regard, tourism marketers and travel agents of K-drama themed film tourism would do well to target older people, who are regular viewers of K-dramas, by exclusively tailoring travel to their needs and wants in relation to their beloved celebrities and related products and film locations in Korea. Also, fashionable, stylish, and trendy commodities such as clothing, fashion accessories, and household goods, as well as traditional and contemporary foods portrayed or introduced in targeted K-dramas, should be carefully packaged along with filmed locations to boost the multiplier effect of film tourism. This recommendation is also supported by studies on consumer behavior and advertising that identified the effects of celebrity on stimulating purchasing behavior (Pradhan et al., 2016), enhancing brand equity (Knoll & Matthes, 2017), and enhancing advertising effectiveness (Chung & Cho, 2017; Ferie & Choi, 2005).

The following section offers some recommendations for future studies, which can offset limitations of the current study. First, the pan-East Asian transnational pop culture phenomenon is not restricted to the current fad for K-dramas and Korean celebrities. It also includes Hong Kong films and movie stars from the 1970s to the late 1990s (Wong & McDonogu, 2001) and cultural pilgrimages to Japan sparked by Japanese animation or manga and Japanese TV dramas (Seaton, Yamamura, Sugawa-Shimada, & Jang, 2017). Hong Kong

films and movie stars gained unrivalled popularity, and Hong Kong was renowned as the hub of the Asian film industry. Hong Kong movie stars such as Chow Yun-Fat, Andy Lau, Tony Leung Chiu Wai, Stephen Chow, and Maggie Cheung were immensely popular in many Asian countries, including Taiwan and South Korea at that time. Given the focus of the current study was on K-drama's celebrities and Taiwanese audiences only, comparative studies focusing on the role of film celebrities in different temporal and spatial eras, such as a comparison of Hong Kong, Japan, and Korea, would be welcome and could be beneficial to the current limitations on film tourism phenomenon.

Secondly, and related to the above, is the methodological preference and predominance of quantitative approach to the role of celebrity in film tourism that has consequently failed to capture and understand a complexity of social, cultural and/or political contexts in which film tourism phenomenon occur in different geographical locations. Thus, future comparative studies will be more beneficial only if incorporating a qualitative approach that allows researchers to have access to richer and deeper contextual backgrounds of studied areas.

Thirdly, a longitudinal study of the preceding phenomena would be welcome, as previous studies including the current have tended to focus on a single contemporary movement such as the *Hallyu* phenomenon. Thus, scholars who work at the intersections of popular culture, such as celebrity and fandom and place and tourism in a variety of disciplines including, but not limited to, media studies, literary studies, popular music studies, ethnomusicology, cultural geography, fan studies, and tourism studies and management, are encouraged to collaborate on such long-term longitudinal research projects.

Lastly but not least, there is a need for further research on the role of celebrities in film tourism. For example, further research is needed on the role of class and ethnicity. International comparative research on this subject that considers cross-cultural similarities and

differences would be particularly welcome. To date, few studies have examined the cross-cultural or cross-national reception of Korean TV dramas and related issues, such as celebrity and tourism in an inter-Asian context (Kim, 2012b; Yang, 2012).

References

- Bartoletti, R. (2010). 'Memory tourism' and the commodification of nostalgia. In P. Burns, C. Palmer, & J. A. Lester (Eds.), *Tourism and visual culture* (pp.23-42). Wallingford: CABI.
- Beeton, S. (2005). *Film-induced tourism*. Clevedon: Channel View Publications.
- Bird, S. E. (2003). *The audience in everyday life: living in a media world*. New York: Routledge.
- Buchmann, A., Moore, K., & Fisher, D. (2010). Experiencing film tourism: Authenticity and fellowship. *Annals of Tourism Research*, 37(1), 229–248.
- Chang, J., Wall, G., & Tsai, C-T., (2005). Endorsement advertising in aboriginal tourism: An experiment in Taiwan. *International Journal of Tourism Research*, 7, 347-356.
- Chen, C. Y. (2018). Influence of celebrity involvement on place attachment: role of destination image in film tourism. *Asia Pacific Journal of Tourism Research*, 23(1), 1-14
- Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology & Marketing*, 34(4), 481–495.
- Connell, J. (2012). Film tourism – Evolution, progress and prospects. *Tourism Management*, 33(5), 1007–1029.
- Couldry, N. (1998). The view from inside the 'simulacrum': visitors' tales from the set of Coronation Street. *Leisure Studies*, 17, 94-107.
- Couper, M.P. (2008). *Designing effective Web surveys*. New York: Cambridge University Press.
- Ergin, E., & Ozdemir, H. (2016). Exploring demand toward celebrity memorabilia: do celebrities never really die? *International Journal of Marketing Studies*, 8(6), 45-51.
- Fath, B. P., Fiedler, A., Li, Z., & Whittaker, D. H. (2017). Collective destination marketing in China: leveraging social media celebrity endorsement. *Tourism Analysis*, 22(3), 377-387.
- Ferie, C., & Choi, S. (2005). The importance of perceived endorser credibility in South Korean advertising. *Journal of Current Issues & Research in Advertising*, 27(2), 67-81.
- Ferguson, M. (1992). Marshall McLuhan revisited: 1960s Zeitgeist victim or pioneer postmodern. *Media, Culture & Society*, 13, 71-90.
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18, 39-50.
- Friedman, H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63-71.
- Glover, P. (2009). Celebrity in tourism advertng: Effects on destination image. *Journal of Hospitality and Tourism Management*, 16(1), 16-23.

- Green, M. C., & Brook, T. C. (2000). The role of transportation in the persuasiveness of public narratives. *Journal of Personality and Social Psychology*, 79(5), 701–721.
- Hair, J. F., Jr., Anderson, R. E., Tatham, R. L., & Black, W. C. (2009). *Multivariate data analysis*. 7th ed. New Jersey: Prentice Hall.
- Hawkins, D. (1973). Model of symbolic communication. *Journal of Advertising Research*, 13(3), 33-38.
- Horton, D., & Wohl, R. R. (1956). Mass communication and parasocial interaction. *Psychiatry*, 19, 215-229.
- Huang, S. (2011). Nation-branding and transnational consumption: Japan-mania and the Korean wave in Taiwan. *Media, Culture & Society*, 33(1), 3-18.
- Hudson, S., Wang, Y., & Gil, G. M. (2011). The influence of a film on destination image and the desire to travel: a cross-cultural comparison. *International Journal of Tourism Research*, 13(2), 177-190.
- Hung, K. (2014). Why celebrity sells: A dual entertainment path model of brand endorsement. *Journal of Advertising*, 43(2), 155-166.
- Kamins, M. (1989). Celebrity and noncelebrity advertising in a two-sided context. *Journal of Advertising Research*, 29 (3), 34-42.
- Kim, S., Long, P., & Robinson, M. (2009). Small screen, big tourism: the role of popular Korean television dramas in South Korean tourism. *Tourism Geographies*, 11(3), 308-333.
- Kim, S., & Long, P. (2012). Touring TV soap operas: Genre in film tourism research. *Tourist Studies*, 12(2), 173-185.
- Kim, S., & O'Connor, N. (2011). A cross-cultural study of screen-tourists' profiles. *Worldwide Hospitality and Tourism Trends*, 3(2), 141-158.
- Kim, S. (2010). Extraordinary experience: re-enacting and photographing at screen-tourism locations. *Tourism and Hospitality Planning & Development*, 7(1), 59-75.
- Kim, S. (2012a). Audience involvement and film tourism experiences: Emotional places, emotional experiences. *Tourism Management*, 33(2), 387-396.
- Kim, S. (2012b). A cross-cultural study of on-site film-tourism experiences among Chinese, Japanese, Taiwanese and Thai visitors to the Daejanggeum Theme Park, South Korea. *Current Issues in Tourism*, 15(8), 759-776.
- Kim, S., & G. Assaker. (2014). An empirical examination of the antecedents of film tourism experience: a structural model approach. *Journal of Travel & Tourism Marketing*, 31(2), 251-268.
- Kim, S. S., Wang, G., & Ahn, T. (2013). Which endorser and content are most influential in Korean restaurant promotions. *International Journal of Hospitality Management*, 33, 208-218.
- Kim, S. S., Choe, J., & Petrick, J. (2018). The effect of celebrity on brand awareness,

perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing & Management*, 9(September), 320-329.

Kim, S. S., Agrusa, J., Lee, H., & Chon, K. (2007). Effects of Korean television dramas on the flow of Japanese tourists. *Tourism Management*, 28(5), 1340-1353.

Kim, S.S., Kim, M., Agrusa, J., & Lee, A. (2012). Does a food-themed TV drama affect perceptions of national image and intention to visit a country? An empirical study of Korea TV drama. *Journal of Travel & Tourism Marketing*, 29(4), 313-326.

Kim, S. S., & Kim, S. (2018). Segmentation of potential film tourists by film nostalgia and preferred film tourism program. *Journal of Travel & Tourism Management*, 35(3), 285-305.

Kim, S., Kim, S., & Petrick J. (in press). The effect of film nostalgia on involvement, familiarity, and behavioral intentions. *Journal of Travel Research*. DOI: 10.1177/0047287517746015

Kim, S. S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management*, 37(1), 131-145.

Kim, S., & Nam, C. (2016). *Hallyu* revisited: challenges and opportunities for the South Korean tourism. *Asia Pacific Journal of Tourism Research*, 21(5), 524-540.

Knoll, J., & Matthes, J. (2017). The effectiveness of celebrity endorsements: A meta-analysis. *Journal of the Academy of Marketing Science*, 45(1), 55-75.

Lee, C. (2012). Have magic, will travel: Tourism and Harry Potter's United Kingdom. *Tourist Studies*, 12(1), 52-69.

Lee, B., Ham, S., & Kim, D. (2015). The effects of likability of Korean celebrities, dramas and music on preferences for Korean restaurants: a mediating effect of a country image of Korea. *International Journal of Hospitality Management*, 46(April), 200-212.

Lee, S., Scott, D., & Kim, H. (2008). Celebrity fan involvement and destination perceptions. *Annals of Tourism Research*, 35(3), 809-832.

Liou, D. (2010). Beyond Tokyo Rainbow bridge: Destination images portrayed in Japanese drama affect Taiwanese tourists' perceptions. *Journal of Vacation Marketing*, 16(1), 5-15.

Macionis, N., & Sparks, B. (2009). Film-induced tourism: an incidental experience. *Tourism Review International*, 13(2), 93-101.

Magnini, V., Garcia, C., & Honeycutt, E., (2010). Identifying the attributes of an effective restaurant chain endorser. *Cornell Hospitality Quarterly*, 51(2), 238-250.

Magnini, V., Honeycutt, E., & Cross, A., (2008). Understanding the use of celebrity endorsers for hospitality firms. *Journal of Vacation Marketing*, 14(1), 57-69.

McCracken, G., (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(December), 310-321.

- Pan, S., & Ryan, C. (2013). Film-induced heritage site conservation: The case of Echoes of the Rainbow. *Journal of Hospitality and Tourism Research*, 37(1), 125–150.
- Pradhan, D., Duraipandian, I., & Sethi, D. (2016). Celebrity endorsement: How celebrity–brand–user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communication*, 22(5), 456–473.
- Reijnders, S. (2011). *Places of the imagination; Media, tourism, culture*. Farnham: Ashgate.
- Reijnders, S. (2016). Stories that move: fiction, imagination, tourism. *European Journal of Cultural Studies*, 19(6), 672–689.
- Robinson, P. (2015). I remember it well: Epiphanies, nostalgia, and urban exploration as meditators of tourist memory. *Tourism, Culture and Communication*, 15, 87–101.
- Roesch, S. (2009). *The experiences of film location tourists*. Bristol: Channel View Publications.
- Rubin, A.M. (1985). Uses of daytime television soap operas by college students. *Journal of Broadcasting & Electronic Media*, 29(3), 241–258.
- Seaton, P., Yamamura, T., Sugawa-Shimada, A., & Jang, K. (2017). *Contents tourism in Japan*. New York: Cambria Press.
- Sood, S. (2002). Audience involvement and entertainment-education. *Communication Theory*, 12(2), 153–172.
- Sood, S., & Rogers, E. (2000). Dimensions of parasocial interaction by letter-writers to a popular entertainment education soap opera in India. *Journal of Broadcasting & Electronic Media*, 44(3), 386–414.
- Spears, N., Mowen, J. C., & Chakraborty, G. (1996). The symbolic role of animals in print advertising: Content analysis and conceptual development. *Journal of Business Research*, 37(2), 87–95.
- Su, H.J., Huang, Y.-A., Brodowsky, G., & Kim, H.J. (2011). The impact of product placement on TV-induced tourism: Korean TV dramas and Taiwanese viewers. *Tourism Management*, 32(4), 805–814.
- Suni, J., & Komppula, R. (2012). SF-filmvillage as a movie tourism destination: A case study of movie tourist push motivations. *Journal of Travel & Tourism Marketing*, 29, 460–471.
- van der Veen, R., 2008. Analysis of the implementation of celebrity endorsement as a destination marketing tool. *Journal of Travel & Tourism Marketing*, 24(2/3), 213–222.
- Wang, S., Kim, S., & Agrusa, J. (2018). A comparative study of perceptions of destination advertising according to appeal message and endorsement type. *Asia Pacific Journal of Tourism Research*, 23(1), 24–41.
- Wong, C., & McDonogh, G. (2001). Consuming cinema: Reflections on movies and marketplaces in contemporary Hong Kong. In G. Matthews and T. Lui (Eds.), *Consuming Hong Kong* (pp. 81–116). Hong Kong: Hong Kong University Press.

Wong, J. Y., & Lai, T. C. (2015). Celebrity attachment and behavioural intentions: the mediating role of place attachment. *International Journal of Tourism Research*, 17(2), 161-170.

Yang, J. (2012). The Korean Wave (*Hallyu*) in East Asia: A comparison of Chinese, Japanese, and Taiwanese audiences who watch Korean TV dramas. *Development and Society*, 41(1), 103-147.

Yen, C., & Croy, C. (2016). Film tourism: Celebrity involvement, celebrity worship and destination image. *Current Issues in Tourism*, 19(10), 1027-1044.

Yen, C., & Teng, H. (2015). Celebrity involvement, perceived value, and behavioral intentions in popular media-induced tourism. *Journal of Hospitality and Tourism Research*, 39(2), 225-244.

Table 1. Measurement items and loadings

Measures	Factor loadings
<i>Emotional involvement with celebrities</i> while watching K-dramas	
● I felt sad for my favorite characters/actors when they made a mistake or when bad things happened to them.	.640
● When watching K-dramas, I felt that I was part of the story.	.780
● My favorite characters/actors in K-dramas were like old friends.	.802
● I felt that the K-dramas and my favorite characters/actors kept me company.	.717
● I thought about the characters when the episodes were over.	.714
● I felt comfortable when watching K-dramas, as if the characters/actors were my friends.	.765
<i>Behavioral involvement with celebrities</i> while watching K-dramas	
● If my favorite characters/actors appeared on another program, I watched that program.	.661
● If there was a story about my favorite characters/actors in a newspaper, on the internet, or in a magazine, I read it.	.711
● I looked forward to watching my favorite characters/actors in each episode.	.720
● I arranged my daily/weekly schedule around K-dramas so as to meet celebrities featured in K-dramas.	.744
<i>Image of Korea</i> due to the celebrities	
● I feel friendlier toward Korea because of him/her.	.871
● I feel that my perception of Korea became more favorable because of him/her.	.887
● I feel more familiar with Korea because of him/her.	.767
<i>Intention to purchase celebrity-related products</i>	
● I will buy celebrity-featured commodities such as DVDs, CDs, OSTs, books, etc.	.826
● I will buy products displayed on the screen or accessories that are worn by the stars and actors/actresses during the dramas.	.761
● I will buy products that the stars actors/actresses advertise.	.829
<i>Intention to visit film destinations</i>	
● I will visit Korea to eat Korean food screened in K-dramas.	.759
● I will visit film locations where K-dramas were featured.	.711
● I will visit Korean restaurants screened in K-dramas.	.830

Note 1: All of the standardized factor loadings were significant ($p < .01$).

Note 2: All items were measured as “Strongly disagree” [1] – “Neutral” [3] – “Strongly agree” [5]).

Table 2. Measurement model assessment and correlations (N = 425)

Research variables	EI	BI	PIK	IPCP	IVFD	Mean	SD	CR	AVE
EI	1.000	–	–	–	–	3.823	.682	.877	.545
BI	.753 ^a (.567) ^b	1.000	–	–	–	4.089	.613	.802	.504
PIK	.714 (.510)	.685 (.469)	1.000	–	–	3.881	.795	.880	.711
IPCP	.724 (.524)	.763 (.582)	.701 (.491)	1.000	–	3.738	.838	.847	.650
IVFD	.535 (.286)	.606 (.367)	.631 (.398)	.675 (.456)	1.000	4.012	.733	.811	.590

Note 1: EI = emotional involvement, BI = behavioral involvement, PIK = perceived image of Korea, IPCP = intention to purchase celebrity-related products, IVFD = intention to visit film destinations.

SD = standard deviation, CR = composite reliability, AVE = average variance extracted

Note 2: Goodness-of-fit statistics: $\chi^2 = 480.980$ ($df = 142$, $p < .001$), $\chi^2/df = 3.387$, RMSEA = .075, CFI = .933, IFI = .933, and TLI = .919

^a Correlations between constructs

^b Squared correlations

Table 3. Structural model assessment and research hypotheses testing ($N = 425$)

Hypotheses	Relationships	Coefficients	<i>t</i> -values
Hypothesis 1	EI \rightarrow BI	.882	12.598**
Hypothesis 2	EI \rightarrow PIK	.374	3.111**
Hypothesis 3	BI \rightarrow PIK	.497	3.904**
Hypothesis 4	EI \rightarrow IPCP	.109	.951
Hypothesis 5	BI \rightarrow IPCP	.611	4.367**
Hypothesis 6	PIK \rightarrow IPCP	.239	2.927**
Hypothesis 7	PIK \rightarrow IVFD	.766	13.332**
Variance explained	Total effect on IPCP:	Indirect effect:	
R^2 (IPCP) = .843	$\beta_{PIK} = .239$	$\beta_{BI \rightarrow PIK \rightarrow IPCP} = .119^*$	
R^2 (IVFD) = .587	$\beta_{BI} = .730$	$\beta_{BI \rightarrow PIK \rightarrow IVFD} = .381^{**}$	
R^2 (IPK) = .715	$\beta_{EI} = .842$	$\beta_{EI \rightarrow BI \rightarrow PIK \rightarrow IPCP} = .733^{**}$	
R^2 (BI) = .779	Total effect on IVFD:	$\beta_{EI \rightarrow PIK \rightarrow IVFD} = .623^{**}$	
$*p < .05$, $**p < .01$	$\beta_{PIK} = .766$	$\beta_{EI \rightarrow BI \rightarrow PIK} = .439^{**}$	
	$\beta_{BI} = .381$		
	$\beta_{EI} = .623$		

Note 1: EI = emotional involvement, BI = behavioral involvement, PIK = perceived image of Korea, IPCP = intention to purchase celebrity-related products, IVFD = intention to visit film destinations.

Note 2: Goodness-of-fit statistics: $\chi^2 = 540.809$ ($df = 145$, $p < .001$), $\chi^2/df = 3.730$, RMSEA = .080, CFI = .921, IFI = .922, and TLI = .907

Table 4. Invariance model assessment for gender groups

Paths	Male (<i>N</i> = 131)		Female (<i>N</i> = 294)		Baseline model (Freely estimated)	Nested model (Constrained to be equal)
	β	<i>t</i> -values	β	<i>t</i> -values		
EI → BI	.907	10.134* *	.877	11.810**	$\chi^2(304) = 794.969$	$\chi^2(305) = 796.430^a$
EI → PIK	.438	1.921	.380	2.655**	$\chi^2(304) = 794.969$	$\chi^2(305) = 795.039^b$
BI → PIK	.479	2.047*	.465	3.099**	$\chi^2(304) = 794.969$	$\chi^2(305) = 794.970^c$
EI → IPCP	.031	.130	.136	.991	$\chi^2(304) = 794.969$	$\chi^2(305) = 795.087^d$
BI → IPCP	.778	2.785**	.573	3.569**	$\chi^2(304) = 794.969$	$\chi^2(305) = 795.593^e$
PIK → IPCP	.157	.864	.241	2.688**	$\chi^2(304) = 794.969$	$\chi^2(305) = 795.072^f$
PIK → IVFD	.770	9.008**	.766	12.135**	$\chi^2(304) = 794.969$	$\chi^2(305) = 797.883^g$
Chi-square difference test:				Hypotheses testing:		
^a $\Delta\chi^2(1) = 1.461, p > .05$				H8a – not supported		
^b $\Delta\chi^2(1) = .070, p > .05$				H8b – not supported		
^c $\Delta\chi^2(1) = .001, p > .05$				H8c – not supported		
^d $\Delta\chi^2(1) = .118, p > .05$				H8d – not supported		
^e $\Delta\chi^2(1) = .624, p > .05$				H8e – not supported		
^f $\Delta\chi^2(1) = .103, p > .05$				H8f – not supported		
^g $\Delta\chi^2(1) = 2.914, p > .05$				H8g – not supported		

Note 1: EI = emotional involvement, BI = behavioral involvement, PIK = perceived image of Korea, IPCP = intention to purchase celebrity-related products, IVFD = intention to visit film destinations.

Note 2: Goodness-of-fit statistics: $\chi^2 = 794.969$ ($df = 304, p < .001$), $\chi^2/df = 2.615$, RMSEA = .062, CFI = .905, IFI = .906, and TLI = .893

* $p < .05$ and ** $p < .01$.

Table 5. Invariance model assessment for age groups

Paths	Middle-aged group (N = 135)		Less than middle-aged group (N = 290)		Baseline model (Freely estimated)	Nested model (Constrained to be equal)
	β	t-values	β	t-values		
EI → BI	.80	8.41**	.91	11.91**	$\chi^2(304) = 746.14$	$\chi^2(305) = 747.31^a$
EI → PIK	.25	1.73	.48	2.61**	$\chi^2(304) = 746.14$	$\chi^2(305) = 747.13^b$
BI → PIK	.64	4.08**	.39	2.08*	$\chi^2(304) = 746.14$	$\chi^2(305) = 746.95^c$
EI → IPCP	.40	2.85**	-.15	-.73	$\chi^2(304) = 746.14$	$\chi^2(305) = 752.28^d$
BI → IPCP	.03	.15	.92	3.83**	$\chi^2(304) = 746.14$	$\chi^2(305) = 756.36^e$
PIK → IPCP	.53	3.21**	.19	1.85	$\chi^2(304) = 746.14$	$\chi^2(305) = 749.98^f$
PIK → IVFD	.81	9.30**	.75	11.64**	$\chi^2(304) = 746.14$	$\chi^2(305) = 748.03^g$
Chi-square difference test:				Hypotheses testing:		
^a $\Delta\chi^2(1) = 1.173, p > .05$				H9a – not supported		
^b $\Delta\chi^2(1) = .994, p > .05$				H9b – not supported		
^c $\Delta\chi^2(1) = .816, p > .05$				H9c – not supported		
^d $\Delta\chi^2(1) = 6.137, p < .05$				H9d – supported		
^e $\Delta\chi^2(1) = 10.220, p < .01$				H9e – supported		
^f $\Delta\chi^2(1) = 3.844, p < .05$				H9f – supported		
^g $\Delta\chi^2(1) = 1.896, p > .05$				H9g – not supported		

Note 1: EI = emotional involvement, BI = behavioral involvement, PIK = perceived image of Korea, IPCP = intention to purchase celebrity-related products, IVFD = intention to visit film destinations

Note 2: Goodness-of-fit statistics: $\chi^2 = 746.14$ ($df = 304, p < .001$), $\chi^2/df = 2.62$, RMSEA = .06, CFI = .91, IFI = .91, and TLI = .90

* $p < .05$ and ** $p < .01$

Figure 1. Proposed model

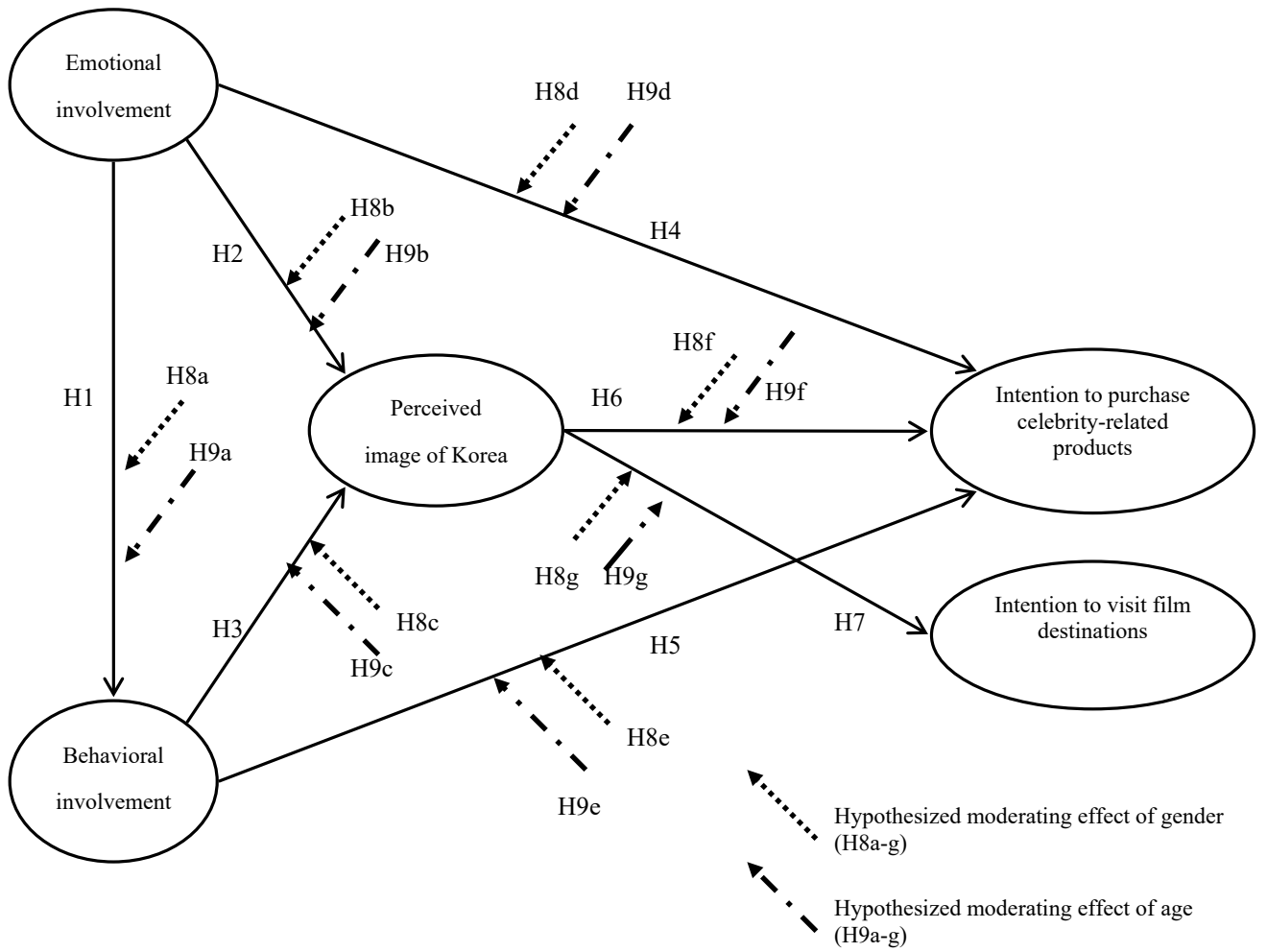
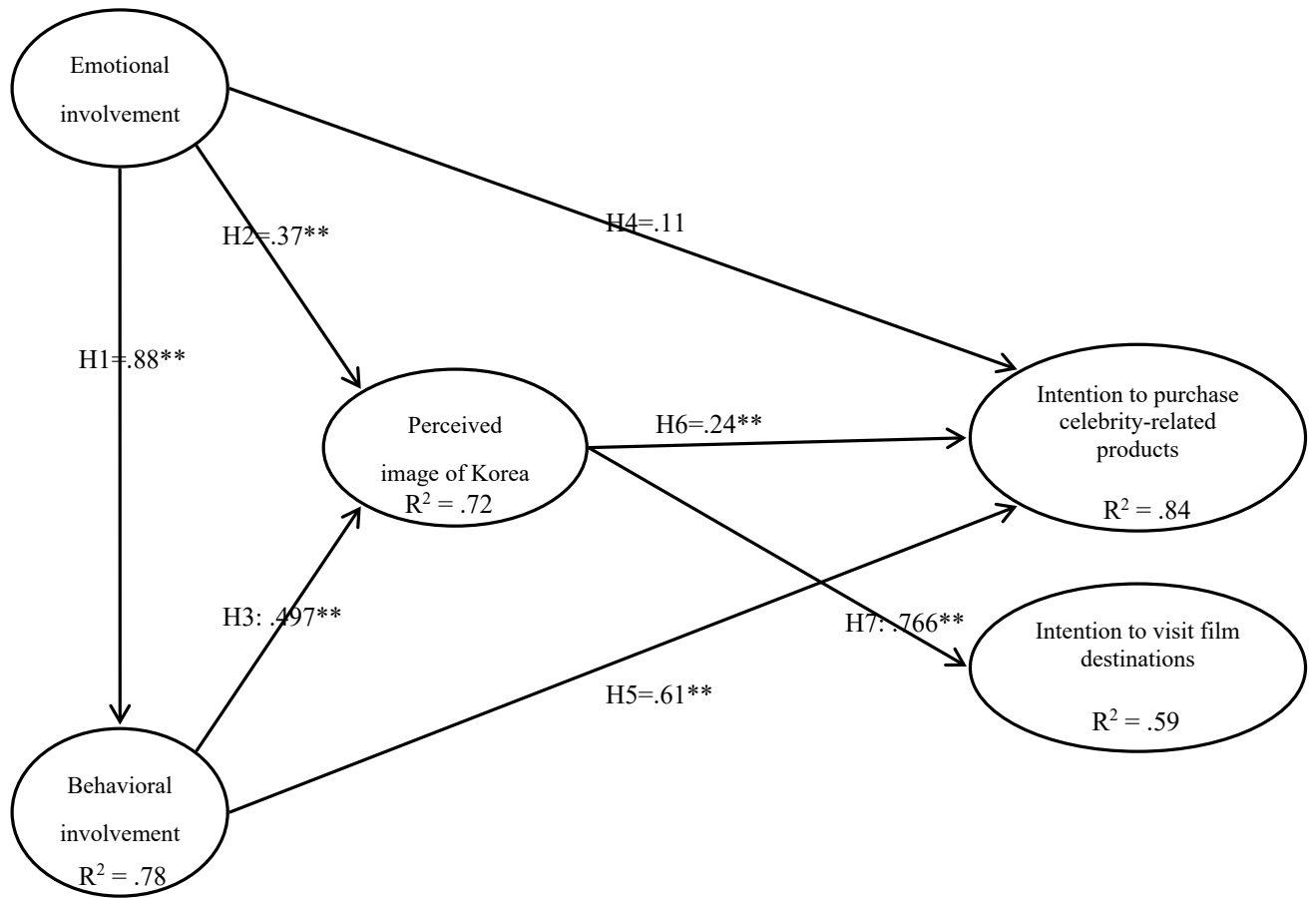


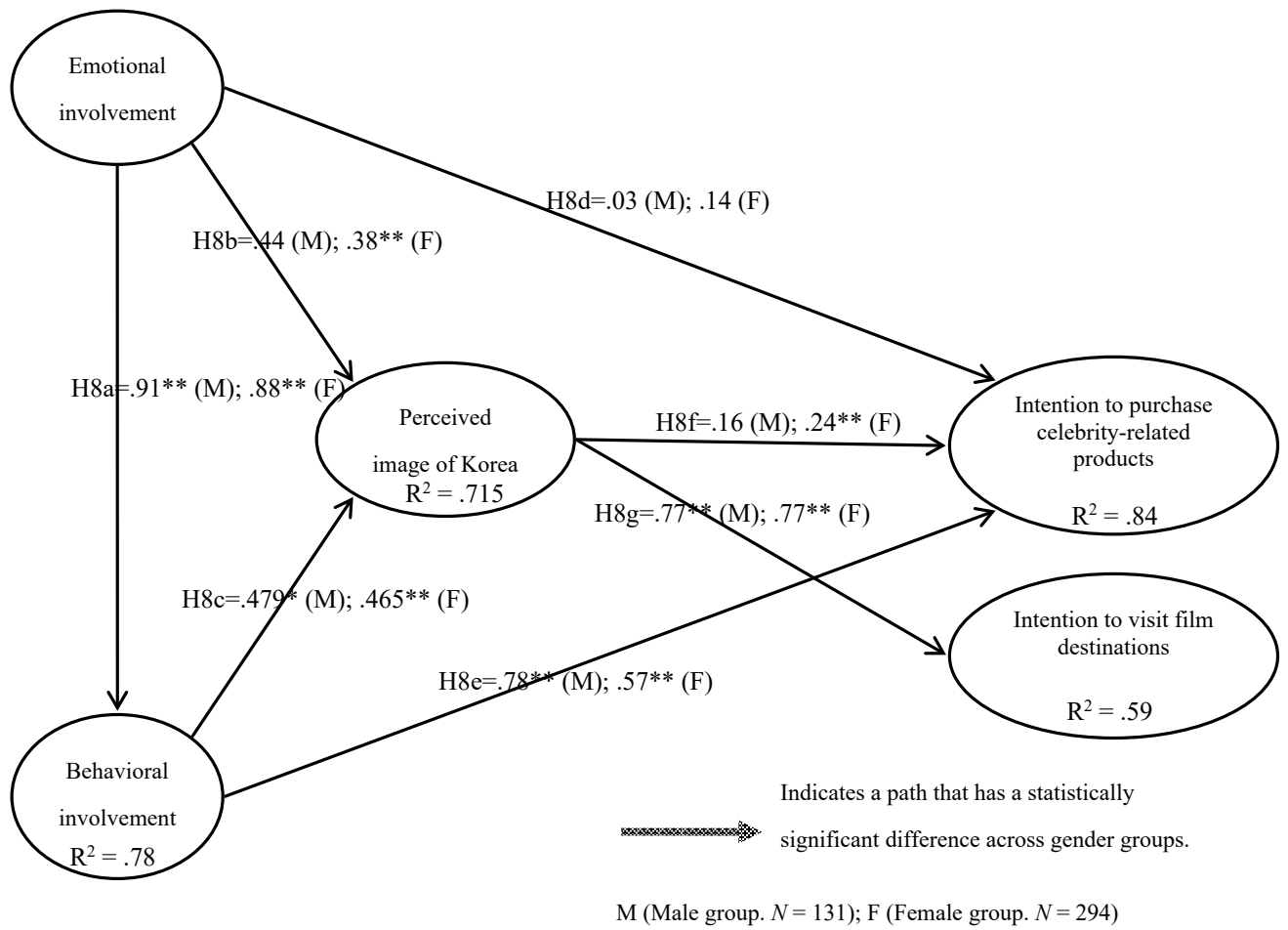
Figure 2. Results of the structural equation model (n = 425)



Note 1: Goodness-of-fit statistics: $\chi^2 = 540.81$ ($df = 145$, $p < .001$), $\chi^2/df = 3.73$, RMSEA = .08, CFI = .92, IFI = .92, and TLI = .91.

Note 2: $^{**}p < .01$.

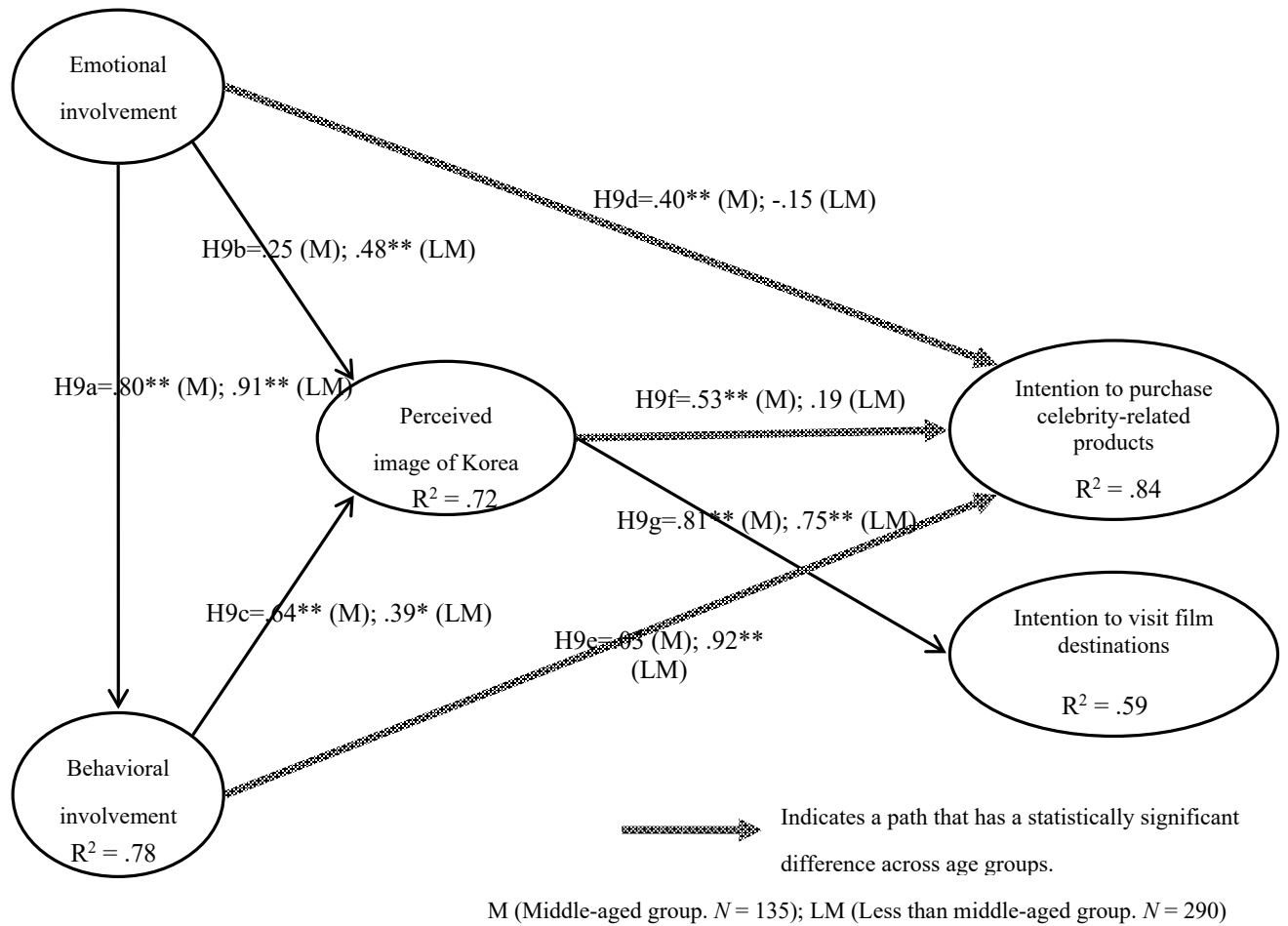
Figure 3. Results of the invariance model for gender groups



Goodness-of-fit statistics for the baseline model:

$\chi^2 = 794.97$, $df = 30$, $p < .001$, $\chi^2/df = 2.62$, RMSEA = .06, CFI = .91, IFI = .91, and TLI = .89.

Figure 4. Results of the invariance model for age groups



Goodness-of-fit statistics for the baseline model:

$\chi^2 = 746.14$, $df = 30$, $p < .001$, $\chi^2/df = 2.62$, RMSEA = .06, CFI = .91, IFI = .91, and TLI = .90.