

ABSTRACT

The power influence of Korean wave and the increasing role of internet extends the research toward the consumer behavior, especially for young consumers. Particularly, this research highlights the importance variables of behavioral intention such as attitude toward behavior, subjective norm, perceived behavioral control, and intention. Moreover, it aims to find out which predictor has the greatest impact on young consumers purchase Korean product on the internet.

This study analyzes the variables of planned behavior among 170 young Indonesians aged 17-24 who love Korean wave and have bought Korean product on the internet at least once. Using structural equation modelling and logit, the questionnaire were distributed through online and offline questionnaire on the basis of convenience.

The findings of this study revealed that all predictor variables of planned behavior have significant and positive direct effect of behavioral intention of young consumers shopping Korean product on the internet. Particularly, perceived behavioral control is the most influential predictor variable among young Indonesians. The practical implication depicted from this study is that online marketers should concentrate more on perceived behavioral control, especially in Indonesian market.

Keywords: Korean wave, consumer behavior, planned behavior, internet, young consumers