
The Influence Of Korean Entertainment, Lifestyle, And Cuisine On Gen Z Consumer Behavior In The BTS Army Heaven Community

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Article Information		Abstract
Submission date	4 February 2026	Research aim: This study aims to analyze the influence of Korean entertainment, lifestyle, and culinary aspects on Generation Z's consumer behavior, both partially and simultaneously, in the context of the development of the Korean Wave in Indonesia. Design/Method/Approach: A quantitative approach was used by distributing an online Likert-based questionnaire to 50 members of the BTS ARMY Heaven community. Analysis was conducted using validity and reliability tests, classical assumption tests, and multiple linear regression to examine the influence of the three independent variables on consumer behavior. Research Finding: The results of the study indicate that Korean entertainment, lifestyle, and cuisine each have a positive and significant influence on consumer behavior. Simultaneously, these three variables explain a significant proportion of the variation in consumer behavior among Generation Z. Theoretical Contribution/Originality: The novelty of the research lies in the integration of the three main aspects of the Korean Wave – entertainment, lifestyle, and culinary – into one comprehensive analytical model, which has not previously been widely tested simultaneously. Practical/Policy Implications: The research findings provide implications for creative industry players, marketers, and policy makers in designing more targeted marketing and consumer education strategies. Research Limitation: Research limitations include the scope of variables that do not include external factors as well as limitations in the number and characteristics of samples, so that further research needs to use a wider model and scope of respondents. Keywords: Korean Wave, Korean Entertainment, Lifestyle, Korean Cuisine, Generation Z Consumer Behavior.
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1. Introduction

The rapidly growing Korean Wave, or Hallyu, phenomenon in Indonesia has given rise to significant changes in Generation Z's consumption patterns. Amidst advances in communication technology and cultural globalization, Generation Z has become the group most intensively exposed to Korean cultural content through social media such as TikTok, Instagram, YouTube, and Twitter. This exposure is not limited to entertainment consumption, but has transformed into trend-oriented and emotionally driven purchasing behavior. This condition indicates that the influx of Korean culture into the lives of the younger generation is not merely an entertainment phenomenon, but also contributes to shaping increasingly strong consumer behavior in their daily lives [1,2].

The significance of this issue is increasingly evident in Generation Z's increasing reliance on Korean cultural content as a reference for identity, lifestyle, and even culinary choices. Previous research has shown that exposure to Korean content encourages adolescents to construct new social identities through clothing styles, communication styles, and visual preferences that mimic idols [3]. Meanwhile, other research reveals that Korean culture influences aspects of communication and self-expression of generation Z. This phenomenon shows that Korean culture is not only consumed, but also reproduced in daily behavior and life patterns, to the point of potentially triggering trend-based consumer behavior [4,5].

Recent studies confirm that the Korean Wave has become an economic force influencing consumer purchasing patterns, particularly among the younger generation. A report by the Korea Creative Content Agency (KOCCA) ranked Indonesia as one of the countries with the fastest growth in Korean content consumption. Previous findings indicate that digital Hallyu strategies are key to the global expansion of Korean culture [6]. In the economic realm, previous studies have noted a significant increase in the purchase of Korean-related products, ranging from albums, merchandise, skincare, to tourism [7]. In addition, until now there is still a phenomenon of emotional spending among Korean fans [8]. However, these studies have not comprehensively combined the three main aspects of entertainment, lifestyle, and culinary as a single variable that influences the consumer behavior of Generation Z.

The research gap is evident in the lack of studies that simultaneously examine the relationship between these three aspects in the context of Generation Z consumer behavior in Indonesia. Previous research tends to focus on a single aspect of the Korean Wave, such as entertainment through K-Pop or lifestyle aspects influenced by Korean idols. Meanwhile, Korean cuisine, which has also shown rapid growth among Generation Z, as revealed by previous studies, has not been widely studied as part of the series of cultural factors that trigger consumer behavior [9]. Therefore, the novelty of this research lies in the presentation of an integrated analysis between entertainment, lifestyle, and culinary as the three main components of the Korean Wave which can simultaneously or partially shape the consumer behavior of generation Z.

Based on this urgency, this article aims to analyze the influence of Korean entertainment, lifestyle, and culinary aspects on the consumer behavior of Generation Z, both partially and

simultaneously. This article is structured by outlining the concept of consumer behavior based on [10], presents an empirical analysis of three aspects of Korean culture and outlines implications for both academics and marketing practitioners. The article's structure includes an introduction, theoretical review, research methods, results and discussion, and a conclusion that formulates conclusions and recommendations.

1.1. Problem Statement

The problem formulation in this study focuses on how three main aspects of Korean culture, namely entertainment, lifestyle, and culinary, can influence the consumer behavior of Generation Z. Specifically, this study examines the extent to which each aspect partially influences consumer behavior, and how all three simultaneously contribute to forming more emotional and trend-oriented purchasing tendencies among Generation Z. Thus, the problem formulation of this study is directed at understanding the relationship between exposure to Korean culture and the consumer behavior of the younger generation comprehensively.

1.2. Research Objectives

The purpose of this study is to analyze the influence of entertainment, lifestyle, and culinary aspects in Korean culture on the consumer behavior of Generation Z. This study aims to identify the partial influence of each of these aspects, as well as assess the influence of all three simultaneously in shaping the consumer patterns of Generation Z. In addition, this study is intended to provide an empirical picture of how global popular culture, especially Hallyu, can contribute to the consumption tendencies of the younger generation in the Indonesian socio-cultural context.

2. Method

This research method uses a quantitative approach to test the relationship between variables through statistical analysis. This study consists of three independent variables, namely Korean Entertainment (X1), Korean Lifestyle (X2), and Korean Cuisine (X3), which are assumed to have an influence on the dependent variable, namely Generation Z Consumptive Behavior in the BTS ARMY Heaven community (Y). The research model is arranged in the form of a monochrome flowchart that describes the direction of the relationship between the three independent variables to the dependent variable as the basis for multiple linear regression analysis.

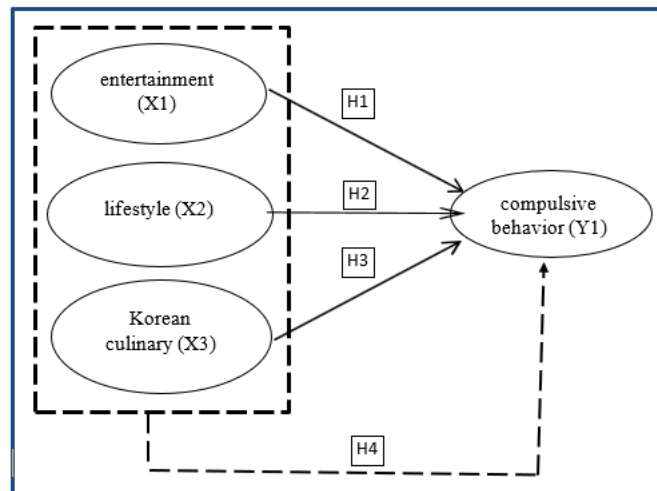


Figure 1. Research Variable Relationship Diagram

Source: Research Processing (2025)

The figure above shows the research hypothesis design, indicating the expected direction of influence from each independent variable (X1, X2, and X3) towards the dependent variable (Y). This relationship is indicated by the direction of the arrow, which serves as the basis for statistical testing through multiple linear regression analysis. Data collection was conducted using a closed-ended questionnaire based on a five-point Likert scale, which was structured based on the variable's operational indicators and refers to the form of survey research instruments that are widely replicated in Korean Wave studies. The questionnaire was distributed online via Google Form to members of the BTS ARMY Heaven community, allowing respondents to fill it out flexibly on various digital platforms where the community is active. Primary data was obtained directly from respondents through filling out the questionnaire, while secondary data was collected through a literature review of journals, books, and scientific sources related to Korean culture, youth lifestyle, Korean cuisine, and consumer behavior. The entire data collection process was conducted in November–December 2025, adjusting to the schedule for instrument development, questionnaire distribution, and data collection.

Data analysis is carried out through a series of procedures including editing, coding, and tabulating to ensure that the data is ready to be processed statistically according to guidelines.[11]. Instrument quality testing was conducted through validity and reliability, using an expert judgment approach and statistical testing such as item-total correlation and Cronbach's Alpha. Furthermore, the data were analyzed using classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests to ensure data readiness before regression. Multiple linear regression models were used to test the relationship between X1, X2, and X3 to Y through partial tests (t), simultaneous tests (F), and coefficients of determination (R^2), as commonly used in quantitative research on consumer behavior and the influence of popular culture.

This research was conducted online with a population of all members of the BTS ARMY Heaven community, selected because their characteristics are relevant to the study of Korean cultural consumption. The sample was determined using a purposive sampling technique with 50 respondents, based on the criteria of Generation Z, active community members, and having experience consuming Korean entertainment, lifestyle, or culinary, following the practice of previous research on K-Pop fans. The research procedure consisted of problem identification, developing a framework, testing originality, developing instruments, validation, data collection, data processing using SPSS, and compiling a research report. With this explanatory design and survey approach, the research is expected to provide an empirical understanding of the influence of Korean cultural elements on Generation Z's consumptive behavior.

3. Results and Discussion

Validity Test

Table 1. Validity Test Results

No.	Variables	Indicator	R count	R table	Information
1	Entertainment	X1.1	0.927	0.2787	VALID
		X1.2	0.893	0.2787	VALID
		X1.3	0.943	0.2787	VALID
		X1.4	0.918	0.2787	VALID
		X1.5	0.951	0.2787	VALID
		X1.6	0.927	0.2787	VALID
		X1.7	0.893	0.2787	VALID
		X1.8	0.943	0.2787	VALID
		X1.9	0.918	0.2787	VALID
		X1.10	0.951	0.2787	VALID
		X1.11	0.928	0.2787	VALID
		X1.12	0.896	0.2787	VALID
		X1.13	0.943	0.2787	VALID
		X1.14	0.918	0.2787	VALID
		X1.15	0.939	0.2787	VALID
2	Lifestyle)X2)	X2.1	0.875	0.2787	VALID
		X2.2	0.870	0.2787	VALID
		X2.3	0.898	0.2787	VALID
		X2.4	0.845	0.2787	VALID
		X2.5	0.910	0.2787	VALID
		X2.6	0.847	0.2787	VALID
		X2.7	0.832	0.2787	VALID
		X2.8	0.868	0.2787	VALID
		X2.9	0.837	0.2787	VALID
		X2.10	0.888	0.2787	VALID
		X2.11	0.849	0.2787	VALID
		X2.12	0.822	0.2787	VALID
		X2.13	0.859	0.2787	VALID
		X2.14	0.854	0.2787	VALID
		X2.15	0.888	0.2787	VALID
3	Korean Cuisine (X3)	X3.1	0.934	0.2787	VALID
		X3.2	0.882	0.2787	VALID
		X3.3	0.907	0.2787	VALID

No.	Variables	Indicator	R count	R table	Information
4	Consumer Behavior (Y)	X3.4	0.835	0.2787	VALID
		X3.5	0.896	0.2787	VALID
		X3.6	0.882	0.2787	VALID
		X3.7	0.856	0.2787	VALID
		X3.8	0.832	0.2787	VALID
		X3.9	0.861	0.2787	VALID
		X3.10	0.906	0.2787	VALID
		X3.11	0.935	0.2787	VALID
		X3.12	0.900	0.2787	VALID
		X3.13	0.926	0.2787	VALID
		X3.14	0.902	0.2787	VALID
		X3.15	0.906	0.2787	VALID
		X3.16	0.926	0.2787	VALID
		X3.17	0.881	0.2787	VALID
		X3.18	0.906	0.2787	VALID
		Y.1	0.944	0.2787	VALID
		Y.2	0.935	0.2787	VALID
		Y.3	0.957	0.2787	VALID
		Y.4	0.947	0.2787	VALID
		Y.5	0.937	0.2787	VALID
		Y.6	0.942	0.2787	VALID
		Y.7	0.950	0.2787	VALID
		Y.8	0.971	0.2787	VALID
		Y.9	0.945	0.2787	VALID
		Y.10	0.951	0.2787	VALID
		Y.11	0.943	0.2787	VALID
		Y.12	0.947	0.2787	VALID
		Y.13	0.965	0.2787	VALID
		Y.14	0.945	0.2787	VALID
		Y.15	0.945	0.2787	VALID

Source: 2025 data processing results

The table above shows that all indicators for each variable have a correlation coefficient greater than the r-table of 0.2787 (df = 50–2). Thus, all questions for the entertainment, lifestyle, and Korean culinary variables on consumer behavior are declared valid.

Reliability Test

Table 2. Reliability Test Results

No.	Variables	Cronbach's Alpha	Reliability standards	Information
1.	Entertainment (X1)	0.988	0.60	Reliable
2	Lifestyle (X2)	0.975	0.60	Reliable
3	Korean cuisine (X3)	0.985	0.60	Reliable
4	Consumer behavior (Y)	0.992	0.60	Reliable

Source: Data processed 2025

The reliability test results showed that all indicators had alpha values above 0.60. Thus, all items in each variable were deemed reliable and suitable for use as measuring instruments.

Normality Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	7.19575451
Most Extreme Differences	Absolute	.083
	Positive	.083
	Negative	-.069
Test Statistics		.083
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed 2025

In the table above, it can be seen that the Kolmogorov Smirnov value is $0.083 > 0.05$ and Asymp.sig is $0.200 > 0.05$, in other words the variables are normally distributed.

Linearity Test

Table 4. ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Consumer Behavior 15	*Between (Combined)		11181.547	3	3727.182	140,999	.000
	Behavior Groups	Linearity	11078.167	1	11078.167	419,085	.000
		Deviation from Linearity	103,380	2	51,690	1,955	.153
		Within Groups	1215,973	46	26,434		
	Total		12397.520	49			

Source: Data processed 2025

Based on the results of the linearity test between the Entertainment and Consumer Behavior variables, a significance value of 0.000 was obtained for the Linearity component, indicating that the linear relationship between the two variables is significant at the 0.05 level. This means that there is a truly linear or unidirectional relationship between Entertainment and Consumer Behavior.

Meanwhile, the significance value for the Deviation from Linearity component is 0.466, greater than 0.05. This value indicates no significant deviation from the linear relationship. In other words, the data does not show a relationship pattern that deviates from the linear line, so the relationship model between Entertainment and Consumptive Behavior can be said to be linear and meets the linearity assumption.

The F-value of 419.085 for the Linearity component and the F-value of 1.000 for the Deviation from Linearity component** also strengthen the conclusion that the relationship between the two variables tends to be linear. Therefore, it can be concluded that the Entertainment variable has a significant linear relationship with Consumptive Behavior, making it worthy of further analysis in a regression model.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.637	.663		-.960	.338		
	Entertainment	.231	.053	.224	4,368	.000	.432	2,313
	Lifestyle	.299	.054	.289	5,509	.000	.414	2,414
	Korean cuisine	.516	.070	.507	7,316	.000	.237	4,222

a. Dependent Variable: Consumptive Behavior

Source: Data processed 2025

The results of the multicollinearity test indicate that all predictor variables have VIF values below 10 and tolerance values greater than 0.1. Thus, there are no symptoms of multicollinearity, and all independent variables are suitable for use as independent variables.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-1,070	4.144		.797
	Entertainment	.257	.106	.247	.019
	Lifestyle	.305	.093	.304	.002
	Korean cuisine	.386	.105	.463	.001

a. Dependent Variable: Consumptive Behavior

Source: Data processed 2025

Based on the table above, the results of the heteroscedasticity test using the Glejser test show that if all independent variables (entertainment, lifestyle, and Korean cuisine) have a significance value greater than 0.05, it can be said that heteroscedasticity occurs in this study.

Multiple Linear Regression

Table 7. Multiple Linear Regression Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,070	4.144		-.258	.797		
	Entertainment	.257	.106	.247	2,423	.019	.427	2,341
	Lifestyle	.305	.093	.304	3,292	.002	.521	1,919
	Korean cuisine	.386	.105	.463	3,674	.001	.280	3,567

a. Dependent Variable: Consumptive Behavior

Source: Data processed 2025

The multiple linear regression equation in Table 7 shows that all independent variables have positive coefficients, namely entertainment (0.247), lifestyle (0.304), and Korean cuisine (0.463). Thus, the higher these three variables, the higher Gen Z's consumer behavior.

Hypothesis Test t

Table 8. t-Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,070	4.144		-.258	.797		
	Entertainment	.257	.106	.247	2,423	.019	.427	2,341
	Lifestyle	.305	.093	.304	3,292	.002	.521	1,919
	Korean cuisine	.386	.105	.463	3,674	.001	.280	3,567

a. Dependent Variable: Consumptive Behavior

Source: Data processed 2025

The above results use a 95% confidence level or $\alpha = 0.05\%$ and overall the t-test results are significant or below 0.05. Based on the t-test results table above, the explanation is as follows:

1. The Influence of Entertainment on Consumer Behavior

With a calculated t of 2.423 > t table of 1.660 and sig. 0.000 < 0.05, the entertainment variable is proven to have a positive and significant effect on Gen Z's consumer behavior.

2. The Influence of Lifestyle on Consumptive Behavior

With a calculated t of $3.292 > t$ table of 1.660 and $\text{sig. } 0.000 < 0.05$, the lifestyle variable is proven to have a positive and significant effect on Gen Z's consumer behavior.

3. The Influence of Korean Cuisine on Consumer Behavior

With a calculated t of $3.674 > t$ table of 1.660 and $\text{sig. } 0.000 < 0.05$, the Korean culinary variable is proven to have a positive and significant influence on Gen consumer behavior.**Z.**

Coefficient of Determination Test

Table 9. Results of the Determination Coefficient Test

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.892a	.795	.782	7,427	2,240

a. Predictors: (Constant), Korean Cuisine, Lifestyle, Entertainment

b. Dependent Variable: Consumptive Behavior

Source: Data processed 2025

The table above shows an adjusted R^2 value of 0.782 . This means that Korean entertainment, lifestyle, and cuisine explain 78.2% of consumer behavior. The remaining 21.8% is influenced by factors outside the model.

F test

Table 10. F test

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9860.355	3	3286.785	59,591	.000b
	Residual	2537.165	46	55,156		
	Total	12397.520	49			

a. Dependent Variable: Consumptive Behavior

b. Predictors: (Constant), Korean Cuisine, Lifestyle, Entertainment

Source: Data processed 2025

The F-test results showed an F-value of $59.591 > 3.10$ with a significance level of $0.000 < 0.05$. Thus, the regression model was declared significant. Simultaneously, Korean entertainment, lifestyle, and culinary arts significantly influenced Gen Z's consumer behavior.

Discussion

The Influence of Entertainment on Gen Z's Consumptive Behavior

The results of the study show that entertainment has a positive and significant influence on Gen Z's consumer behavior, meaning that the more intense the consumption of Korean entertainment, the higher the tendency of Gen Z to make purchases. Deep identification with Korean entertainment figures triggers a role modeling process, where products associated with

idols or dramas have strong emotional and symbolic value. This makes Gen Z not only buy goods based on function, but also as a form of self-expression, identity formation, and psychological closeness with idols. As a result, consumption such as albums, merchandise, concert tickets, Korean cosmetics, and certain fashion trends become part of their consumer patterns.

This finding is reinforced by previous research which shows that Korean entertainment has a significant and positive influence on the consumer behavior of teenagers and students [12]. Studyotheralso confirmed that exposure to Korean entertainment content increases consumption tendencies, especially when individual self-control is low and the desire to imitate idols is stronger [13]. Thus, entertainment plays a crucial role as a trigger that shapes Gen Z's consumption motives emotionally and socially.

The Influence of Lifestyle on Gen Z's Consumptive Behavior

The results of the study show that lifestyle has a positive and significant influence on Gen Z's consumer behavior, where the stronger the internalization of the K-Pop lifestyle, the higher their consumption intensity. The aspirational nature of the K-Pop lifestyle makes Gen Z see idols as representations of modern aesthetics, so they are encouraged to adopt fashion, cosmetics, fandom activities, and idol-style content routines. The influence of social media such as TikTok, Instagram, and X further strengthens this drive through the phenomenon of social proof, when viral trends and fandom community behavior create social pressure to follow the same lifestyle. This condition gives rise to the fear of missing out (FOMO) which makes Gen Z more impulsive in purchasing related products.

These findings are in line with previous research which shows that the K-Pop lifestyle has a significant influence on students' consumption patterns, especially regarding Korean fashion, cosmetics and food products [14]. Other studies also confirm that Korean entertainment shapes preferences and encourages teenagers to adopt Korean lifestyles as part of their social identity [12]. Thus, lifestyle not only shapes tastes, but also becomes the driving force of Gen Z consumption in the context of Korean culture.

The Influence of Korean Cuisine on Gen Z's Consumptive Behavior

Research shows that Korean cuisine has a positive and significant influence on Gen Z's consumer behavior, where the more engaging the experience of tasting Korean food, the higher their consumption tendency. The popularity of foods such as tteokbokki, ramyeon, kimchi, and Korean fried chicken is reinforced by food representations in K-Dramas and K-Pop that present culinary scenes in aesthetic and appetizing ways. Food cinematography techniques used in various dramas make food appear more authentic and appealing, sparking curiosity and encouraging Gen Z to imitate it through observational learning. Consumption of Korean cuisine ultimately centers not only on taste, but also on the emotional, visual, and cultural experiences that accompany the eating process.

Social media also plays a significant role in reinforcing consumer behavior through mukbang content, Korean food reviews, and Korean restaurant recommendations on TikTok and Instagram. Social media algorithms generate recurring Korean culinary content, creating

emotional engagement that drives purchases. This finding aligns with previous research that suggests Korean restaurants are popular for their authentic flavors, aesthetic interiors, and the influence of Korean culture on social media [15]. Other previous research has also shown that the K-Pop lifestyle impacts college students' food preferences, reinforcing the strong link between Korean cuisine and Gen Z consumption [14].

The Simultaneous Influence of Korean Entertainment, Lifestyle, and Cuisine on Gen Z's Consumptive Behavior

The results of the study show that Korean entertainment, lifestyle, and culinary simultaneously have a positive and significant influence on Gen Z's consumer behavior. This explains that these three variables do not work separately, but form a series of mutually reinforcing influences. Korean culture is present through entertainment, fashion trends, beauty products, and culinary experiences that are connected to each other, creating an integrated consumption pattern. Social media becomes the main space that brings together these three aspects, making it easier for Gen Z to be exposed to and encouraged to purchase various products related to Korean culture in their daily lives. When entertainment, lifestyle, and culinary appear together, Gen Z's purchasing intensity increases due to emotional and social reinforcement.

This simultaneous influence is also closely related to the highly digital nature of Gen Z, who are quick to follow trends and possess a keen curiosity about global culture. The interplay of Korean entertainment content featuring idol fashion styles, beauty products, and mouth-watering culinary scenes creates an ecosystem of trends that facilitates a sustainable consumption cycle. Each aspect stimulates purchasing interest, so that Gen Z is driven to purchase various products to stay relevant to trends. Thus, these three variables are important factors that comprehensively explain the increasing consumer behavior of Gen Z.

4. Conclusion

Based on the results of research on the influence of Korean entertainment, lifestyle, and culinary on Gen Z's consumer behavior, it can be concluded that these three variables have proven to have a positive and significant influence both partially and simultaneously. Korean culture-based entertainment encourages increased consumption interest, trend-oriented lifestyles strengthen purchasing tendencies, and Korean cuisine is a fairly strong trigger for consumer behavior. Overall, these three factors explain most of the variation in Gen Z's consumer behavior, thus indicating that popular culture plays a dominant role in shaping this group's consumption patterns.

This research contributes theoretically by enriching the literature on the consumer behavior of the younger generation in the context of cultural globalization, particularly the Korean Wave phenomenon. Practically, these findings can be considered by creative industry players, marketers, and policymakers in designing more ethical and educational strategies for young consumers. The novelty of this research lies in the integration of three variables,

entertainment, lifestyle, and Korean cuisine, into a single model of influence on Gen Z consumer behavior, a previously rarely tested simultaneous approach.

This study is limited by its scope, which does not include other external factors such as financial literacy, social conformity, social media, or self-control, which may also influence consumer behavior. Furthermore, the study is limited to a specific region and number of respondents, making it less representative of the entire Gen Z population. Based on these limitations, further research can develop a more comprehensive model and use broader methods and samples to gain a more in-depth understanding of Gen Z consumption patterns.

Content Attribution

During the development of the research entitled “The Influence Of Korean Entertainment, Lifestyle, And Cuisine On Gen Z Consumer Behavior In The Bts Army Heaven Community”, AI ChatGPT was utilized as an assistive tool to support language structuring, wording improvement, and preliminary clarification of relevant theoretical perspectives.

The application of AI ChatGPT was conducted in a supportive capacity only and did not substitute the author’s responsibility in conducting data analysis, interpreting findings, or formulating conclusions. The entire content of this study has been reviewed and is fully accountable to the author.

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