

韓流來襲

粉絲消費行為 — 以韓國偶像為例

Overview

In recent years, K-pop has spread worldwide, gaining fans across the globe. As the global economy grows, our group aims to explore fans thoughts and reasons behind buying idol merchandise, and how these purchases affect them.

Fan Buying Psychology

Agreement Levels

Affection

Scarcity

Feel joyful

A more active mindset

Expand Social Circle

Change future goals

Create buying desire

Money Improves Life

Four main factors

Belonging

Cultural
Influence

Results ★★

- Fans are affected by their bond with idols
- Companies must adapt marketing to stay competitive.
- Fans get joy and praise from merch.

Suggestions ★★★

- Promote smart spending to build healthy consumption.
- Fans should join idol culture wisely and openly.

support

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