

Impact of K-Pop Marketing

HYBE on Fan Consumer Behavior

- A Case Study of HYBE Co.

• Research motivation

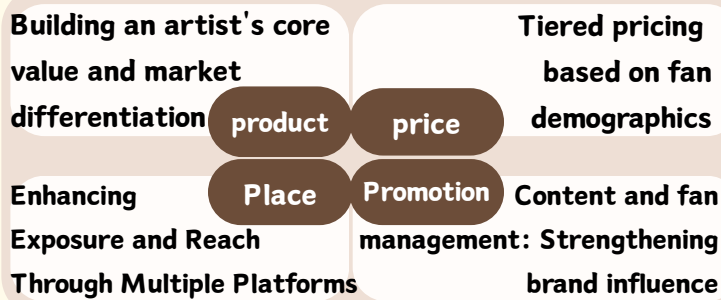
With K-pop's rapid growth, HYBE built a robust fan economy.

This study explores how marketing strategies drive fan consumer behavior.

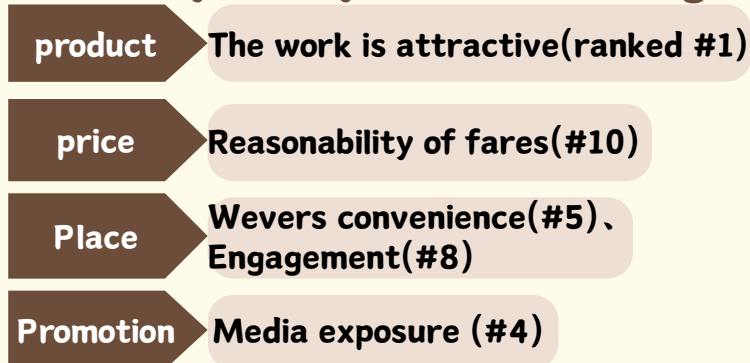
• Research purpose

- (1) Analyze HYBE's marketing strategies.
- (2) Explore traits of fan consumer behavior.
- (3) Evaluate marketing impacts on fan economy.

• 4P Analysis



• Survey Analysis-Marketing



• Research conclusion

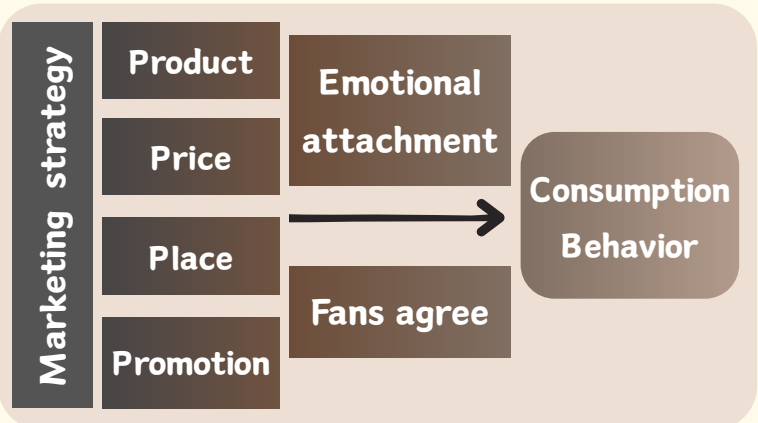
Core strengths : Product strength and emotional resonance

High product satisfaction & strong community momentum

Potential Crisis : Price Rebound and Rational Consumption

Low price satisfaction & rising awareness of rational consumption

• Research structure



• Survey Analysis

-Psychology , Behavior

- Happy to share : Introducing celebrities to friends and family(#1)
- Identity recognition : Fans are part of identity(#2)

- Substantive support: expressing liking by purchasing goods(#3)
- Budget overrun: Spending more than the budget allowed.(#5)

• Research suggestions

I. Product Added Value

High-priced tickets come with exclusive privileges

II. Digital Platform Experience

The platform incorporates features such as "gamified interaction" and "member-only" access.

III. Referral Reward Mechanism

Invite friends to become members or purchase products; both parties will receive points or badges.