

## TRANSITIONING FROM THE STAGE TO THE BARRACKS: EXPLORING THE IMPACT OF MILITARY SERVICE ON BTS ARMY'S CONSUMER BEHAVIOR

*Franchesca Nicole Collantes<sup>1</sup>, Paula Sharmaine Delos Santos<sup>2</sup>, Isabelle Santiago<sup>3</sup>, Kristine Joy Ramos<sup>4</sup>, Guanlun Hu<sup>5</sup>*

**Abstract:** BTS' loyal fandom exists in the Philippines despite the geographic disparity and the language barrier and they have developed a fanatical attitude towards the group. All "able-bodied men" in South Korea, including members of BTS, are required to serve in the military for two years. This study seeks to examine the effect of the inactivity of BTS on Filipino ARMY but might have the intention to switch to other K-pop groups to idolize. The study is anchored in the Expectation Disconfirmation Theory and mainly employed a quantitative design. The results showed that Filipino ARMY's Expectation and Hedonistic Consumption have a significant effect on Disconfirmation. Emotional Attachment was added as a moderating variable, and results showed that it has a significant moderating effect between Disconfirmation and Switching Intention. The study will benefit marketers as the results can give insights on how to sustain brand loyalty.

**Keywords:** BTS, Filipino ARMY, Emotional Attachment, Switching Intention, Hedonistic Consumption, Expectation Disconfirmation

---

### INTRODUCTION

Fans of K-pop boy groups have developed extreme enthusiasm, emotional attachment, a feeling of love, and excessive interest<sup>6</sup> towards the groups as shown in their activities. However, being a fan comes with its own dilemma since all able-bodied men in South Korea are mandated to complete two years of national military duty. In the case of BTS, there have been persistent doubts about whether the group would be required by South Korean law to enlist, sparking spirited discussions about whether the requirement should only apply to men, to whether the band's

---

<sup>1</sup> Franchesca Nicole Collantes, Graduate Student, Department of Marketing and Advertising, De La Salle University, Taft Ave., Manila, Philippines. Email: franchisesca\_collantes@dlsu.edu.ph

<sup>2</sup> Paula Sharmaine Delos Santos, Graduate Student, Department of Marketing and Advertising, De La Salle University, Taft Ave., Manila, Philippines. Email: paula\_delossantos@dlsu.edu.ph

<sup>3</sup> Isabelle Santiago, Graduate Student, Department of Marketing and Advertising, De La Salle University, Taft Ave., Manila, Philippines. Email: isabelle\_b\_santiago@dlsu.edu.ph

<sup>4</sup> Kristine Joy Ramos, Graduate Student, Department of Marketing and Advertising, De La Salle University, Taft Ave., Manila, Philippines. Email: kristine\_joy\_ramos@dlsu.edu.ph

<sup>5</sup> Guanlun Hu, Graduate Student, Department of Marketing and Advertising, De La Salle University, Taft Ave., Manila, Philippines. Email: guanlun\_hu@dlsu.edu.ph

<sup>6</sup> Wahdah Amri. "Kpop Fans Fanatism In Social Media Instagram." International Journal of Cultural and Social Science 1, No. 1 (2020): 25–34. <https://pcijournal.org/index.php/ijcss/article/view/21>

significant cultural impact and financial success, both domestically and as South Korea's representatives on the international stage, should exempt them from it<sup>7</sup>.

Due to the hiatus of BTS as a group, members were able to pursue individual paths before they enlist in the military. The members' solo ventures succeeded with the help of their loyal fanbase, particularly for Kim Seokjin (Jin), the first member to enlist, who topped the iTunes chart for Philippines<sup>8</sup>, and earned millions of sales and streams internationally<sup>9</sup>. Kim Namjoon's (RM) solo album placed first on iTunes Top Albums Chart in the Philippines<sup>10</sup>. Considering these, BTS ARMY is expected to continuously wait for their comeback in 2025.

As more members enlist in the military, however, a long break from group activities poses a threat to their global success because of their time away from fans, which can lead to changes in emotional attachment, hedonistic consumption towards merchandise, expectation in group dynamics, idol-fan relationship due to absence, and switching intention due to presence of other emerging K-pop groups.

BTS' fulfillment of their military service is inevitable but still elicits mixed emotions on fans, from being proud to being devastated, and setting goals to see their comeback in 2025<sup>11</sup>. BTS and its agency had prepared for the enlistment, with individual activities and projects already planned and future content shot in advance to enable BTS to continue engaging with ARMY.

## RESEARCH PROBLEMS

In light of the circumstances of BTS, and taking into account ARMY's relationships, interactions, and consumption, the researchers seek to determine the following:

1. What is the impact of Expectation of Filipino ARMY towards a.) Disconfirmation (BTS' break and military enlistment) and b.) their Hedonistic Consumption of BTS merchandise?
2. What is the impact of Disconfirmation (BTS' break and military enlistment) towards the Switching Intention of Filipino ARMY towards other K-idol groups and their merchandise?
3. To what extent does Emotional Attachment have a moderating impact on the relationship between Disconfirmation (BTS' break and military enlistment) and the Switching Intention of Filipino ARMY?

## RESEARCH GAP

While there are numerous studies that discuss K-pop idols and K-pop fandoms, most touch on consumer behavior in relation to gender, specific social and cultural standards, global fan community interactions, and perceptions of fans toward their idols. This research seeks to add to

---

<sup>7</sup> Joseph Kim and Seung-Ho Kwon, "K-Pop's Global Success and Its Innovative Production System." *Sustainability* 14, no. 17 (5 September 2022): 11101. <https://doi.org/10.3390/su141711101>

<sup>8</sup> World Music Awards, *Twitter*, 30 October 2022. <https://twitter.com/WORLDMUSICAWARD/status/1586702424840015872/photo/3>

<sup>9</sup> Xander Zellner, "Hot 100 First-Timers: BTS' JIN Scores First Solo Entry With 'The Astronaut'" *Billboard*, 9 November 2022. <https://www.billboard.com/music/chart-beat/bts-jin-the-astronaut-solo-hot-100-hit-1235167955/>

<sup>10</sup> Jonathan Hicap, "BTS RM's Solo Album 'Indigo' sells 553,770 copies in one day", *Manila Bulletin*, 3 December 2022. <https://mb.com.ph/2022/12/03/bts-rms-solo-album-indigo-sells-553770-copies-in-one-day/>

<sup>11</sup> Sara Kabir, "What BTS's Military Enlistment Means for Fans and the Group's Future", *The Daily Star* (2022), <https://www.thedailystar.net/shout/news/what-btss-military-enlistment-means-fans-and-the-groups-future-3145931>

knowledge on consumption of products of BTS, a major player in K-pop, by Filipino fans during a pivotal period of the group's career. This research also explores the relationship of Hedonistic Consumption and Expectation Disconfirmation, and the moderating role of Emotional Attachment to Switching Intention.

## **RESEARCH OBJECTIVES**

The aim of this research is to explain the impact of BTS' inactivity towards the consumer behavior of Filipino ARMY. Using quantitative methods, the researchers will explain and measure the impact of the fanbase's Expectations towards Disconfirmation and their Hedonistic Consumption of the septet's merchandise in relation to their break and military enlistment. Aside from this, the effect of Disconfirmation related to BTS' break towards the Switching Intention of Filipino ARMY will be examined. Lastly, the researchers will also assess the extent of Emotional Attachment as a moderating impact on the relationship between Disconfirmation and Switching Intention of Filipino ARMY.

## **SIGNIFICANCE OF THE STUDY**

In this study, Emotional Attachment is used as a moderator to examine its effect on actualized marketing strategies. Customers' values are established and expressed through their emotional attachment to brands. Further, an emotional attachment to a brand may be defined as the strength of a relationship between a customer and a particular brand<sup>12</sup>. This bond is exemplified by sentiments of affection, passion, and connection between the consumer and the brand<sup>13</sup>.

When consumers develop an emotional connection to a brand, it may profoundly affect their actions and choices. Brands that put effort into developing emotional connections with their target audiences are more likely to see positive outcomes such as brand advocacy, repeat purchases, and expansion into new markets. It is an effective marketing strategy for standing out from the crowd and connecting with customers in a way that lasts so that brand loyalty is formed.

In the context of music industries like K-Pop, this study can provide insight to how Disconfirmation affects Switching Intention and show that contrary to literature, Emotional Attachment has no significant moderating effect on the Switching Intention of fans. These findings will challenge brand marketers and advertisers to reevaluate their marketing strategies on how to attract and retain fans versus capitalizing on fans' emotional connection and reevaluate their image due to the international scope of their brand. It can provide direction on how these variables can be utilized in effective marketing, brand trust, love, and loyalty. For K-pop fans, the findings of the study will be able to support them in their role as consumers to make informed decisions in buying a brand, rather than only letting their emotional connection influence their purchasing decision.

Fandom entrepreneurship allows talented K-pop lovers to make money out of their skills and love for K-pop. This study can provide insight on how micro-, small-, and medium-sized businesses as well as marketers in the tourism industry can benefit from fans' emotional

---

<sup>12</sup> Jiyoung Hwang and Jay Kandampully, "The Role of Emotional Aspects in Younger Consumer-brand Relationships", *Journal of Product & Brand Management* 21, No. 2 (13 April 2012): 98–108. <https://doi.org/10.1108/10610421211215517>

<sup>13</sup> Matthew Thomson, et.al, "The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands." *Journal of Consumer Psychology* 15, No. 1 (2005): 77–91. <http://www.jstor.org/stable/1480351>

attachment and customer loyalty to their K-idols, whether they are active or on hiatus. This can also be applied to merchandise, events, and services such as tours, pilgrimages, and conventions.

## SCOPE AND LIMITATIONS

The study focuses on the impact of BTS members' military enlistment towards Filipino ARMY's consumer behavior, specifically on individuals aged 20 to 30 years residing in the Philippines. The study primarily used quantitative data to analyze and obtain a better understanding on the subject matter. The data was collected through a survey distributed in various social media channels from participants who consented to disclose information. The researchers used purposive sampling in gathering the respondents, therefore, the result and conclusions drawn from this study are based on the chosen demographics and is not meant to generalize the whole population of Filipino ARMY. The study will primarily be focused on BTS, and other K-pop boy groups will not explicitly be examined.

## LITERATURE REVIEW

### CONSUMER BEHAVIOR OF K-POP FANS

K-pop is constantly increasing exports of products worldwide. Korea's export performance has been fairly excellent, generating consistent income increase over time<sup>14</sup>. Korean cultural products' performance increased by 22.4% from 2020, as reported by Yonhap News Agency. According to a report by the Korean Foundation for International Cultural Exchange (KOFICE), the Hallyu-related merchandise export reached \$12.3 billion in 2019. Aside from that, the K-Pop and broadcasting programs also earned \$6.38 billion. The growth of K-Pop shows that the demand for products is constantly increasing.

The behavior of a K-pop group also affects the consumer behavior of a K-pop fan and its fanbase as a whole. For example, K-pop fans have reportedly made significant contributions to COVID-19 causes solely because of their devotion to and love for K-pop<sup>15</sup>. For ARMY, these actions were attributed to BTS launching the hashtag #WearAMask<sup>16</sup> to spread awareness regarding the anti-mask issue during the pandemic.

K-pop fans can spend around USD 1,000 on merchandise, albums, and concert tickets. Notably among fandoms, BTS ARMY takes the lead, spending USD 1,442 on average according to a study conducted by iPrice, a Southeast Asian e-commerce aggregator. Specifically for the Philippines, Filipino K-Pop fans are considered to be very active and passionate<sup>17</sup>.

Feuds among fan groups have existed alongside the popularization of K-pop. These are mostly online arguments that pit K-pop groups and their fanbases against each other, sometimes

---

<sup>14</sup> Grace Ing, Azazea Azizi Abdul Adis, & Zaiton Osman. Korean Wave and Malaysian Young Adults: Attitudes, Intention and Behaviour. 2018. *Malaysian Journal of Business and Economics*, 5(1), 77-94. <https://jurcon.ums.edu.my/ojums/index.php/mjbe/article/download/1603/1037>

<sup>15</sup> Rubal Kanozia and Garima Ganghariya. "Cultural Proximity and Hybridity: Popularity of Korean Pop Culture in India." *Media Asia* 48, no. 3 (March 22, 2021): 219–28. <https://doi.org/10.1080/01296612.2021.1902079>.

<sup>16</sup> Ho-Chun Herbert Chang, Becky Pham, and Emilio Ferrara. "KPop Fandoms Drive COVID-19 Public Health Messaging on Social Media." *ResearchGate*, October 7, 2021. [https://www.researchgate.net/publication/355239532\\_KPop\\_Fandoms\\_drive\\_COVID-19\\_Public\\_Health\\_Messaging\\_on\\_Social\\_Media](https://www.researchgate.net/publication/355239532_KPop_Fandoms_drive_COVID-19_Public_Health_Messaging_on_Social_Media).

<sup>17</sup> Erik Paolo Capistrano, "Understanding Filipino Korean Pop Music Fans", *Asian Journal of Social Science* 47, No. 1 (12 March 2019): 59–87. <https://doi.org/10.1163/15685314-04701004>

among themselves, and involve clashes in perspectives in terms of their idols, politics, and other topics. While there is a romanticized image of K-pop being able to overlook global differences and bridge cultural divides, fostering a seamless virtual community, there are sentiments that K-pop gives rise to counterforces and emphasizes national boundaries<sup>18</sup>.

## **BTS AND ARMY**

The Bangtan Sonyeondan “방탄소년단” (BTS) or Bulletproof Boy Scouts or Bangtan Boys is a South Korean third-generation K-pop boy group that debuted under the agency BigHit Entertainment, now known as HYBE Entertainment. The group was formed by Bang Si-Hyuk and seven members namely Kim Namjoon (RM), Kim Seokjin (Jin), Min Yoongi (SUGA/Agust D), Jung Hoseok (J-Hope), Park Jimin (Jimin), Kim Taehyung (V), and Jeon Jungkook (Jungkook/JK). The septet produces its own music, writes its own lyrics, comments on social issues, and concentrates on such themes as self-love, individuality, and empowerment<sup>19</sup>. Alongside the internationally known idol group also comes an internationally known fandom, BTS’ ARMY, which stands for Adorable Representative MC for Youth, known to be fiercely loyal and supportive of the boyband.

## **SUCCESS OF BTS**

Despite the loss of the record industry, the global music market is still expanding because of digital sound sources and streaming services, with worldwide sales anticipated to surpass \$65 billion by 2023<sup>20</sup>. However, not all musicians achieve success, even though there is expansion and potential for increasing wealth. Only .2% of musicians become successful,<sup>21</sup> and as the competition in the market increases, only a few musicians are able to earn a profit<sup>22</sup>.

BTS was able to enter and thrive in the extremely competitive market to become an international sensation. BTS contributes an estimated four trillion won (\$3.54bn) in economic value and 1.42 trillion won (\$1.26bn) in additional value to the nation per year. Because of BTS’ popularity, more entertainment businesses are attempting to expand the music industry globally and build groups that might reach the popularity of BTS in the future<sup>23</sup>.

Over 400 K-Pop groups have ventured globally in the last 10 years, but only about 2 groups survive each year<sup>24</sup>. This survival rate suggests more intense competition abroad when applied to

---

<sup>18</sup> Jiwon Kang, et.al, “Behind the scenes of K-pop fandom: unveiling K-pop fandom collaboration network”, *Quality & Quantity: Internal Journal of Methodology*, 56 (2022): 1481-1502. <https://doi.org/10.1007/s11135-021-01189-5>

<sup>19</sup> The Editors of Encyclopaedia Britannica, “BTS”, (2023). *Britannica*. <https://www.britannica.com/topic/BTS>

<sup>20</sup> Statista, “Global Music Industry Revenue 2012-2023,” 10 August 2021.

<https://www.statista.com/statistics/259979/global-music-industry-revenue/>

<sup>21</sup> Julien Benatar, “Next Big Sound’s State Of The Industry 2013 - Next Big Sound”, *Medium*, 11 December 2021.

<https://blog.nextbigsound.com/next-big-sounds-state-of-the-industry-2013-e2edd4d0f897>

<sup>22</sup> Dylan Welsh, “6 Qualities That All Successful Musicians Have”, 30 June 2014. <https://blog.sonicbids.com/6-qualities-all-successful-musicians-have>

<sup>23</sup> Chung, M. et.al., “Economic Effect of BTS,” *2018 Hyundai Research Institute, Issue Report*, 18, No. 15, 1-11.

<sup>24</sup> So-Hyun Lee et.al, “Unveiling the Success Factors of BTS: A Mixed-Methods Approach”, *Internet Research* 31, No. 5 (15 December 2020): 1518-40. <https://doi.org/10.1108/INTR-12-2019-0507>

the global market as achieving and maintaining such widespread acclaim is challenging<sup>25</sup>. In terms of BTS' success and global fame, the group and their management were able to overcome all the challenges they previously encountered, while bolstering current advantages and establishing new ones, through globalization and digitalization<sup>26</sup>.

Attitudinal loyalty is a component of BTS brand loyalty, and the group and its management operationally characterize all BTS brands in the level of attachment and passion in which consumers favorably regard and describe the members. BTS brand trust means that the brand itself fulfills its promises to clients, answers their demands, offers enough trust, and persuades consumers to depend on BTS<sup>27</sup>.

## **BTS MILITARY ENLISTMENT**

In South Korea, all able-bodied men between the ages of 18-28 years old are mandated to serve 18 to 21 months in the military,<sup>28</sup> but the law allows for special exemptions for individuals who contribute to the country's reputation<sup>29</sup>. In BTS' case, there are debates regarding their exemption from military service due to their contribution to South Korea's economy and prestige.

Some fans even took the matter into their own hands by organizing petitions to exempt BTS from serving in the military, like the most popular petition launched in Change.Org with nearly 100,000 signatures requesting that the South Korean government allow all BTS' members to serve at the same time<sup>30</sup>. In December 2020, the Korean government amended Article 60 of Korea's Military Service Act wherein postponement of service until 30 years old will be applicable for "outstanding persons in the fields of sports, public culture and arts"<sup>31</sup> which applies to BTS. In 2022, BTS' agency confirmed that BTS will fulfill the mandatory military service, with the first member to enlist being in 2022, and a second member in 2023<sup>32</sup>.

---

<sup>25</sup> 조선일보. "10년간 데뷔 아이돌 436팀...1년에 한두팀만 남기도," 22 July 2017.

[https://news.chosun.com/site/data/html\\_dir/2017/07/22/2017072200936.html](https://news.chosun.com/site/data/html_dir/2017/07/22/2017072200936.html)

<sup>26</sup> Jimmyn Parc and Yeogeun Kim, "Analyzing the Reasons for the Global Popularity of BTS: A New Approach from a Business Perspective", *Journal of International Business and Economy* 21, No. 1 (1 December 2020): 15–36. <https://doi.org/10.51240/jibe.2020.1.2>

<sup>27</sup> Hae-Won Lee and Joon-Ho Kim, "Brand Loyalty and the Bangtan Sonyeondan (BTS) Korean Dance: Global Viewers' Perceptions", *Journal of Psychology in Africa* 30, No. 6 (1 November 2020): 551–58. <https://doi.org/10.1080/14330237.2020.1842415>

<sup>28</sup> Ritu Singh, "Having More Children Could Exempt South Korean Men From Military Service. Here's Why", *NDTV*, (2023), <https://www.ndtv.com/world-news/having-more-children-could-exempt-south-korean-men-from-mandatory-military-service-heres-why-3895774>

<sup>29</sup> Chantal Da Silva, "K-Pop Band BTS Will Serve Mandatory Military Duties", *NBC News*, 17 October 2022, <https://www.nbcnews.com/news/world/bts-k-pop-stars-military-service-south-korea-rcna52497>

<sup>30</sup> Rebecca Cook, "BTS Are on the Brink of Enrolling in a Major Military Nightmare", *WIRED UK*, 3 October 2020, <https://www.wired.co.uk/article/bts-military-service-soft-power>

<sup>31</sup> Korea Legislation Research Institute, Military Service Act. [https://elaw.klri.re.kr/eng\\_service/lawView.do?hseq=56344&lang=ENG](https://elaw.klri.re.kr/eng_service/lawView.do?hseq=56344&lang=ENG)

<sup>32</sup> Hugh McIntyre, "J-Hope Becomes The Second Member Of BTS To Enlist In The Korean Military", *Forbes*, (2023), <https://www.forbes.com/sites/hughmcintyre/2023/04/19/j-hope-becomes-the-second-member-of-bts-to-enlist-in-the-korean-military/?sh=1be461b39904>

The group hiatus gave BTS members the opportunity for members to pursue individual endeavors, including international releases of singles, albums, performances, and collaborations<sup>33</sup>. Individual members also took part in online shows, as well as endorsements for high-end brands.

## **BTS IN THE PHILIPPINES**

The Philippines has continuously topped global BTS rankings in listenership, becoming the second-biggest demographic on Spotify in 2022<sup>34</sup>. In Youtube views, it is the seventh largest share with 360 million views as of January 2023<sup>35</sup>. According to the 2022 ARMY Census, the largest fan-driven demographic analysis to date with more than 500,000 respondents from around the world, Philippines placed 10th among the top 20 countries from which ARMY respondents reside<sup>36</sup>.

Filipinos have a long history with BTS. One of the group's first international concerts, BTS Live Trilogy in Manila: Episode II The Red Bullet, was held on December 7, 2014<sup>37</sup>, with two more in subsequent years.

Due to the growth of Filipino ARMY or Filo-ARMY, many businesses have taken advantage of the BTS Phenomenon. In 2018, footwear brand Puma<sup>38</sup> and skincare brand Mediheal<sup>39</sup> collaborated with the group. In 2020, Fila announced its partnership with the group, announcing that BTS will be its exclusive endorser,<sup>40</sup> and Samsung launched its promotion on personalized products in collaboration with BTS<sup>41</sup>. In 2021, SMART Communications Inc., one of the leading telecommunications companies in the Philippines, launched an ad campaign featuring BTS directed to the prepaid segment, which later won the "Best Use of Video" in Best of Tweets 2021 Southeast Asia by Twitter<sup>42</sup>. In the same year, McDonald's Philippine collaborated with the group

---

<sup>33</sup> Jonathan Hicap, "BTS RM's Solo Album 'Indigo' sells 553,770 copies in one day", *Manila Bulletin*, (2022), <https://mb.com.ph/2022/12/03/bts-rms-solo-album-indigo-sells-553770-copies-in-one-day/>

<sup>34</sup> CNN Philippines. "Filipinos Named 2nd Biggest Listeners of BTS on Spotify," 14 June 2022, <https://www.cnnphilippines.com/entertainment/2022/6/14/Filipinos-listeners-BTS-.html>.

<sup>35</sup> Statista, "BTS YouTube Channel Views by Country 2023", 23 January 2023, <https://www.statista.com/statistics/973644/south-korea-bts-youtube-channel-views-by-country/>

<sup>36</sup> Grover, C. [@amidocumentary], J, Z & S [@BTS\_iTunesZA], and Ringland, K.E. [@liltove]. *BTS ARMY CENSUS*, 9 July 2022, <https://www.btsarmycensus.com/>

<sup>37</sup> Patricia Esteves, "BTS Throwback: When Manila Became a 'Testing Ground' for the K-Pop Superstars", *Philstar.Com*, (2022), <https://www.philstar.com/entertainment/2022/05/21/2182508/bts-throwback-when-manila-became-testing-ground-k-pop-superstars>

<sup>38</sup> Ashley Martelino, "ARMY, The Newest Puma x BTS Sneaker Just Dropped in Manila", *SPOT.PH*, (2018), <https://www.spot.ph/shopping/the-latest-shopping/75971/puma-x-bts-sneaker-manila-a3440-20181207>

<sup>39</sup> Jamie Sanchez, "ARMY, Get First Dibs on the Mediheal x BTS Mask Sets", *SPOT.PH*, 9 March 2018, <https://www.spot.ph/shopping/the-latest-shopping/73117/watsons-mediheal-x-bts-mask-set-a00023-20180309>

<sup>40</sup> Ashley Martelino, "Life Is Dynamite With This Colorful New BTS x FILA Collection", *SPOT.PH*, (2022), <https://www.spot.ph/shopping/the-latest-shopping/88357/fila-bts-dynamite-collection-philippines-a3440-20220106>

<sup>41</sup> Jewel Sta. Ana, "Samsung Galaxy S20+, Galaxy Buds+ BTS Edition Priced in the Philippines", *YugaTech / Philippines Tech News & Reviews*, (2022), <https://www.yugatech.com/news/samsung-galaxy-s20-galaxy-buds-bts-edition-price-philippines/>

<sup>42</sup> SMART Communications, "Smart's BTS campaign bags 'Best Use of Video' in Twitter's Best of Tweets 2021", (2021), <https://smart.com.ph/About/newsroom/press-releases/products-and-services/2021/12/17/smart-s-bts-campaign-bags-best-use-of-video-in-twitter-s-best-of-tweets-2021>

to launch the BTS Meal<sup>43,44</sup> and BT21 toy with a meal<sup>45</sup>. In terms of merchandise, several pop-up stores that sell BTS and BT21 merchandise have also opened. The release of BTS TinyTan also garnered collaborations with popular brands in the Philippines such as Binggrae Milk<sup>46</sup> and Virginia Premium Hotdogs<sup>47</sup>.

Aside from stores selling BTS merchandise, some fans also put up their own BTS-inspired businesses, such as cafes and restaurants<sup>48</sup>. These spaces were used not only to sell BTS-related merchandise but also to serve as community spaces for ARMY. Several establishments in the Philippines capitalized on this, holding BTS events in malls for ARMY. BTS Pop Up stores were also launched in several malls<sup>49</sup>.

BTS also ventured into the movie industry, streaming BTS Permission to Dance in Seoul live in different SM Cinemas nationwide in 2022, and Suga D-Day in 2023. Other BTS content such as shows and concerts were also streamed on Disney+. In publishing, the group's agency partnered with a local publisher and announced the release of a Filipino-translated BTS tell-all book<sup>50</sup>.

## THE FILIPINO ARMY

Filipino K-Pop fans exert effort in the consumption of K-Pop merchandise, whether tangible through supporting their favorite artists by purchasing physical copies of their albums, or intangible through streaming and buying their music online. Filipino K-pop fans' satisfaction could be easily attained since the products and services were made to reach their desired quality<sup>51</sup>. Filipino K-Pop fans are more concerned with how the music affects their emotions, rather than emphasizing K-Pop's purely product characteristics as a finished product that results from a production process that involves composition, arrangement, and performance. While it is simple to promote and spread music that fosters positive attitudes and behaviors, what inspires favorable

---

<sup>43</sup> Janine Peralta, "McDonald's Launches BTS Meal in PH", *CNN Philippines*, 18 June 2021, <https://www.cnnphilippines.com/entertainment/2021/6/18/BTS-Meal-Mcdo-PH.html>

<sup>44</sup> Koh Ewe, "The Wildest Ways People Are Preserving Their McDonald's BTS Meals", *VICE*, 22 June 2021, <https://www.vice.com/en/article/jg8j47/mcdonalds-bts-meal-packaging-viral-kpop>

<sup>45</sup> Jaehwa Bernardo, "McDonald's to Release Meal with BT21 Toys in PH", *ABS-CBN News*, 13 April 2023, <https://news.abs-cbn.com/life/04/13/23/mcdonalds-to-release-meal-with-bt21-toys-in-ph>

<sup>46</sup> Carl Agustin, "ARMYs! Start off BTS' next chapter with Binggrae Milk x TinyTAN", *Lifestyle.Inq.*, 15 December 2022, <https://lifestyle.inquirer.net/435855/armys-start-off-bts-next-chapter-with-binggrae-milk-x-tinytan/>

<sup>47</sup> Yann Magcamit, "Hotdog and TinyTAN Merch in One? It's Finally Possible, Thanks to Virginia!", *Cebu Daily News, Inquirer.Net*, 14 April 2023, <https://cebudailynews.inquirer.net/496742/hotdog-and-tinytan-merch-in-one-its-finally-possible-thanks-to-virginia>

<sup>48</sup> Hanna Panoringan, "7 BTS-Themed Cafes around Metro Manila That Are a Must-Visit for ARMYs", *Candymag.Com*, (2022), <https://www.candymag.com/lifestyle/bts-themed-cafes-metro-manila-a00401-20221019>

<sup>49</sup> Ashley Martelino, "ARMY, Here's How to Reserve a Slot to Visit the BTS Pop-Up Store in Manila", *SPOT.PH*, 26 May 2021, <https://www.spot.ph/shopping/the-latest-shopping/86294/bts-pop-up-map-of-the-soul-store-how-to-reserve-slot-a3440-20210526>

<sup>50</sup> Koji Arsua, "Here's What Went Down at the Global Launch of 'Beyond the Story: 10 Year Record of BTS'", *WhenInManila*, (2023), <https://www.wheninmanila.com/heres-what-went-down-at-the-global-launch-of-beyond-the-story-10-year-record-of-bts/>

<sup>51</sup> Gia Flores et al., "Influence of Digital Media Advertisements of KPOP Industry on Selected Young Adults in Manila, Philippines", *International Journal of Social Science Research and Review*, October 2022, <https://ijssrr.com/journal/article/view/567>



feelings and thoughts among listeners grows in popularity as this attracts a larger audience over time<sup>52</sup>.

Aside from supporting BTS, Filipino ARMY contributes to local charities and fundraising initiatives for many organizations, such as raising funds for typhoon relief. According to fans, these are activities they choose to participate in to reflect the values of BTS and the group’s message of “encouragement, positivity, and hope”<sup>53</sup>.

## FRAMEWORK

### THEORETICAL FRAMEWORK: EXPECTATION DISCONFIRMATION THEORY

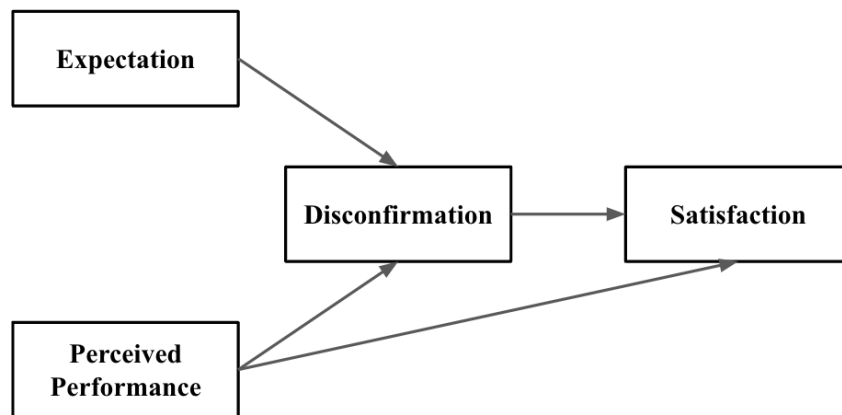


Figure 1. Expectation Disconfirmation Theory by Richard L. Oliver (1980)

This study is mainly anchored on the Expectation Disconfirmation Theory<sup>54</sup>. It is an approach used to measure a consumer’s satisfaction towards a product or service based on expectation and actual consumption or usage. Based on the theory<sup>55</sup>, a consumer is believed to form expectations about a product or service prior to purchasing it. Next, the consumer develops a perception of its performance post-purchase of the product or service. They then compare their expectations from the perceived performance of consuming the product or usage of service and determine whether their expectations were fulfilled, which is where the disconfirmation happens.

Disconfirmation is the assessment if and to what extent the consumer’s expectation and actual performance of the product or service is confirmed. It is also connected to emotional

<sup>52</sup> Erik Paolo Capistrano, “Understanding Filipino Korean Pop Music Fans,” *Asian Journal of Social Science* 47, No. 1 (2019): 59–87, <https://doi.org/10.1163/15685314-04701004>

<sup>53</sup> World Vision Philippines, “BTS ARMY To The Rescue”, 2022, <https://www.worldvision.org.ph/bts-army-to-the-rescue/>

<sup>54</sup> Richard L. Oliver, “A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions,” *Journal of Marketing Research* 17, No. 4 (1980): 460, <https://doi.org/10.2307/3150499>

<sup>55</sup> Vicki McKinney, Kanghyun Yoon, and Fatemeh “Mariam” Zahedi, “The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach,” *Information Systems Research* 13, No. 3 (2002): 296–315, <https://doi.org/10.1287/isre.13.3.296.76>

experiences associated with consumption or usage<sup>56</sup>. Satisfaction is an outcome during the post-purchase period after the consumer's conscious comparison of the costs of purchase and rewards<sup>57</sup>.

## CONCEPTUAL FRAMEWORK

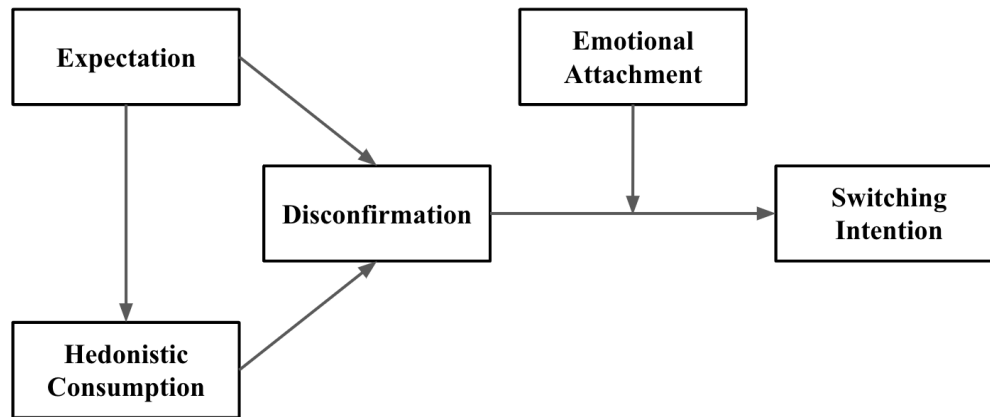


Figure 2. Conceptual framework of the study based on EDT

## EXPECTATION

In the context of Expectation Disconfirmation, an Expectation is a belief about the quality or level of product or service by a provider considered to be the standards of reference with which a product or service is compared, and is developed in three categories<sup>58</sup> a.) towards the performance of the product or service; b.) towards the costs, benefits, and efforts to purchase the product or service; c.) towards the social approval, other costs and benefits during post-purchase. Consumers take into consideration prior purchasing experiences and/or external information to form internal standards of comparison when considering buying a product or consuming service<sup>59</sup>. Expectation is also dependent on the type or level of consumer using a product or service. A highly experienced consumer is aware of the product or service and its alternatives and will have specific expectations on its performance. A new or inexperienced consumer has little knowledge about the product or service resulting in weaker expectations on the product or service's performance. This type of

<sup>56</sup>Sunil Erevelles and Clark Leavitt, "A Comparison of Current Models of Consumer Satisfaction/Dissatisfaction", *The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 5 (1992), <https://jcsdcb.com/index.php/JCSDCB/article/view/636>

<sup>57</sup> Gilbert Churchill, Jr. et.al, "An Investigation into the Determinants of Customer Satisfaction", *Journal of Marketing Research* 19, No.4 (1982): 491-504, <https://doi.org/10.2307/3151722>

<sup>58</sup> Lawrence O. Hamer, "A Confirmation Perspective on Perceived Service Quality," *Journal of Services Marketing* 20, No. 4 (2006): 219–32, <https://doi.org/10.1108/08876040610674571>

<sup>59</sup> Vicki McKinney, Kanghyun Yoon, and Fatemeh "Mariam" Zahedi, "The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach," *Information Systems Research* 13, No. 3 (2002): 296–315, <https://doi.org/10.1287/isre.13.3.296.76>

consumer relies on advertising, reviews or advice of others and tends to have more unsatisfactory experiences<sup>60</sup>.

## HEDONISTIC CONSUMPTION

Hedonistic Consumption is the multisensory, fantasy, and emotional situations regarding consumption of products<sup>61</sup>. It is the act of enjoying the consumption of a good or the act of purchasing and a type of consumption that is characterized by happiness, taking pleasure, sensuality, enjoyment, etc.<sup>62</sup>. Gratification, amusement, fantasizing, excitement leads a person to hedonic consumption and is influenced by the socializing aspect of human behavior. Consumer values influence consumption behavior, and some consumers utilize things as status symbols, particularly those who live in materialistic environments. Businesses can benefit from understanding hedonic consumption behavior.

## DISCONFIRMATION

Disconfirmation is the assessment if and to what extent the consumer's expectation and actual performance of the product or service is confirmed. A positive disconfirmation happens when a product or service's actual performance exceeds consumer's expectation. A simple confirmation occurs when a product or service's actual performance meets consumer's expectation. A negative disconfirmation happens when a product or service's actual performance fails to meet consumer's expectation<sup>63</sup>. Disconfirmation is also connected to emotional experiences associated with consumption or usage and satisfaction.

There are two types of disconfirmation: inferred approach ("subtractive approach") and direct approach (subjective approach). Inferred approach assumes that the effects of a post-purchase evaluation on satisfaction can be determined as an algebraic difference between product performance and a comparative standard. Direct approach is more subjective as it uses the judgmental scales to measure disconfirmation, such as better than expected to worse than expected<sup>64</sup>.

According to Bhattacharjee's Expectation Confirmation Theory, Confirmation and Disconfirmation are in the same context in the literature<sup>65</sup>. The Disconfirmation process is multidimensional in nature because every product and service has more than one benefit or feature which can influence the type of satisfaction a consumer can determine during the post-purchase period.

---

<sup>60</sup> Ralph L. Day, "Extending the Concept of Consumer Satisfaction," *Advances in Consumer Research* 4 (1977): 149–54.

<sup>61</sup> Morris B. Holbrook and Elizabeth C. Hirschman, "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun," *Journal of Consumer Research* 9, No. 2 (1982): 132, <https://doi.org/10.1086/208906>

<sup>62</sup> Yunus Bahadır Güler, "Values and Hedonic Consumption Behavior: A Field Research in Kirikkale," *Asian Journal of Empirical Research* 4, No. 3 (2014)

<sup>63</sup> Colleen Schwarz and Zhiwei Zhu, "The Impact of Student Expectations in Using Instructional Tools on Student Engagement: A Look through the Expectation Disconfirmation Theory Lens," *Journal of Information Systems Education* 26, No. 1 (2015): 47–58, <https://doi.org/https://aisel.aisnet.org/jise/vol26/iss1/5>

<sup>64</sup> David K. Tse and Peter C. Wilton, "Models of Consumer Satisfaction Formation: An Extension," *Journal of Marketing Research* 25, No. 2 (1988): 204, <https://doi.org/10.2307/3172652>

<sup>65</sup> Anol Bhattacharjee, "Understanding Information Systems Continuance: An Expectation-Confirmation Model," *MIS Quarterly* 25, No. 3 (2001): 351, <https://doi.org/10.2307/3250921>

The following hypotheses are proposed:

H1: Expectations have a positive significant impact towards Disconfirmation (BTS' break and military enlistment)

H2: Expectations have a positive significant impact towards Hedonistic Consumption of BTS merchandise

H3: Hedonistic Consumption has a positive significant impact towards Disconfirmation of Filipino ARMY on BTS' break and military enlistment

## **SATISFACTION**

In the context of Expectation-Confirmation theory, satisfaction is a determining factor in the likelihood of success and profits in an organization<sup>66</sup> since it is a key to building and retaining a loyal base of long-term consumers. It is influenced by Disconfirmation, and perceived performance in the evaluation stage during post-purchase. Firstly, satisfaction increases if the consumer was able to determine a positive disconfirmation. Then, dissatisfaction occurs when a negative disconfirmation is determined. Secondly, satisfaction increases when the perceived performance meets the consumer's needs that lead to the usage of product or consumption of service<sup>67</sup>.

## **EMOTIONAL ATTACHMENT**

Consumer decisions are greatly influenced by emotional connection<sup>68</sup>. This can either be a strong motivator or a barrier to switching. Exclusive brand repurchase can occur when customers develop emotional bonds with brands<sup>69</sup>. The reluctance to change is influenced by the pleasant feelings connected to the brand and its sense of identity which suggests that customers are more inclined to stick with a brand and avoid moving to competitors when they feel a deep emotional connection to it. In addition, the image and reputation of the brand are influenced by Emotional Attachment. Positive emotions and connections made by brands with customers are more likely to increase loyalty and decrease Switching Intention.

## **SWITCHING INTENTION**

Switching Intention is a consumer's likelihood of terminating a current service relationship. In a Disconfirmation perspective, customer's switching is influenced by the discrepancy between expectation and performance<sup>70</sup>.

---

<sup>66</sup> Nsobiari Awara and Joseph Anyadighibe, "The Relationship between Customer Satisfaction and Loyalty: A Study of Selected Eateries in Calabar, Cross River State," *Interdisciplinary Journal Of Contemporary Research In Business* 5, No. 9 (2014): 110–25.

<sup>67</sup> John Swan, "Consumer Satisfaction Related to Disconfirmation of Expectations and Product Performance," *The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 1 (1988): 40–47.

<sup>68</sup> Leonard L. Berry, "Cultivating Service Brand Equity," *Journal of the Academy of Marketing Science* 28, No. 1 (2000): 128–37, <https://doi.org/10.1177/0092070300281012>.

<sup>69</sup> Douglas B. Grisaffe and Hieu P. Nguyen, "Antecedents of Emotional Attachment to Brands," *Journal of Business Research* 64, No. 10 (2011): 1052–59, <https://doi.org/10.1016/j.jbusres.2010.11.002>.

<sup>70</sup> Chih Wen-Hai et.al., (2012), From disconfirmation to switching: An empirical investigation of switching intentions after service failure and recovery, *The Service Industries Journal*. 32. 1305-1321. [10.1080/02642069.2010.531267](https://doi.org/10.1080/02642069.2010.531267)

Service switching, switching intention, customer loyalty, customer retention, and repurchase intention are all associated<sup>71</sup>. While customer loyalty, retention, and repurchase intentions indicate favorable outcomes for the provider, service switching and switching intention imply unfavorable outcomes. The term “behavioral intention” is described as includes both switching and rebuy intention<sup>72</sup> whereas intention to switch refers to negative consequences, intention to repurchase indicates positive consequences. Oliver (1977) described behavioral intention as “stated likelihood to engage in a behavior”<sup>73</sup>. Similarly, Switching Intention in the present study indicates negative consequences for a service firm, referring to the affirmed likelihood of exchanging the current service provider with another<sup>74</sup>.

Disconfirmation is one of the significant factors that affect Switching Intention<sup>75</sup>. It is common for consumers to switch product or service providers because of readily available alternatives. In the event of dissatisfaction or service failure, however, service providers may offer service recovery to customers to address the dissatisfaction and build customer loyalty<sup>76</sup>.

The following hypotheses are proposed:

H4: Disconfirmation has a positive significant impact towards Switching Intention of Filipino ARMY towards other K-idol groups and their merchandise

H5: Emotional Attachment has a positive significant moderating impact on the relationship between Disconfirmation on BTS’ break and military enlistment and Switching Intention of Filipino ARMY

## **METHODOLOGY**

### **RESEARCH DESIGN**

This study utilizes a quantitative approach. The researchers used Jamovi, an open-source statistical tool, to analyze the results of the survey. The study applied a correlational research design as the researchers aimed to determine the effect between several EDT variables (1980) (Expectation and Disconfirmation) and the study’s conceptual framework variables (Hedonistic Consumption, Emotional Attachment, and Switching Intention).

### **RESEARCH INSTRUMENT**

---

<sup>71</sup>Harvir S. Bansal and Shirley F. Taylor, “The Service Provider Switching Model (SPSM),” *Journal of Service Research* 2, No. 2 (1999): 200–218, <https://doi.org/10.1177/109467059922007>

<sup>72</sup>Susan M. Keaveney, “Customer Switching Behavior in Service Industries: An Exploratory Study,” *Journal of Marketing* 59, No. 2 (1995): 71, <https://doi.org/10.2307/1252074>

<sup>73</sup>Oliver, R. L. (1977b). Effect of expectation and disconfirmation on postexposure product evaluations: An alternative interpretation. *Journal of Applied Psychology*, 62(4), 480–486. <https://doi.org/10.1037/0021-9010.62.4.480>

<sup>74</sup> Heesup Han, et.al., “Switching Intention Model Development: Role of Service Performances, Customer Satisfaction, and Switching Barriers in the Hotel Industry.” *International Journal of Hospitality Management* 30, No. 3 (2011): 619–29. <https://doi.org/10.1016/j.ijhm.2010.11.006>

<sup>75</sup>Virginia Pieters, et.al, “Online Transportation Services: Factors Affecting Consumer Switching Behavior,” *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 7, No. 4 (2019). <https://ejournal.unsrat.ac.id/v3/index.php/emba/issue/view/2408>

<sup>76</sup> Muhammad Mazhar et al., “Gauging Customers’ Negative Disconfirmation in Online Post-Purchase Behaviour: The Moderating Role of Service Recovery,” *Cogent Business & Management* 9, No. 1 (2022), <https://doi.org/10.1080/23311975.2022.2072186>

To acquire data, the study made use of an online survey via Google Forms that applied the 5-point Likert scale with the following options: “strongly disagree,” “disagree,” “neutral,” “agree,” and “strongly agree.” The survey questions were based on scales from other published studies.

**Table 1. Variables and Reference for Survey Questionnaire**

Variable	Number of Items	Sources
Expectation (E)	7 items	Adisak 2022 <sup>77</sup>
Hedonistic Consumption (HC)	5 items	Tarka, Kukar-Kinney & Harnish 2022 <sup>78</sup> ; Güler 2014 <sup>79</sup>
Disconfirmation (D)	4 items	Lin, Tsai & Chiu 2009 <sup>80</sup> ; Lee, 2010 <sup>81</sup> ; Kim, Choi & Jung 2017 <sup>82</sup>
Emotional Attachment (EA)	6 items	Levy & Hino 2016 <sup>83</sup>
Switching Intention (SI)	6 items	Lin & Wang 2017 <sup>84</sup>

## PARTICIPANTS OF THE STUDY

This research made use of purposive sampling, in which the target population is Filipino ARMY who range between 20–30 years old (Gen Z to early Millennials) and who reside in the Philippines. Participation in the study is voluntary and a total of 201 respondents answered the online survey.

## DATA COLLECTION AND ANALYSIS

<sup>77</sup> Adisak Suvittawat, “The Influence of Customer Expectations, Customer Loyalty, Customer Satisfaction and Customer Brand Loyalty on Customer Purchasing Intentions: A Case Study of K-POP Fans in Thailand”, *African Journal of Business Management* 16, No. 1 (31 January 2022): 1–9. <https://doi.org/10.5897/ajbm2021.9321>

<sup>78</sup> Piotr Tarka, et.al., “Consumers’ Personality and Compulsive Buying Behavior: The Role of Hedonistic Shopping Experiences and Gender in Mediating-Moderating Relationships”, *Journal of Retailing and Consumer Services* 64 (1 January 2022): 102802, <https://doi.org/10.1016/j.jretconser.2021.102802>

<sup>79</sup> Yunus Bahadır Güler, “Values and Hedonic Consumption Behavior: A Field Research in Kirikkale”, (18 March 2014). <https://archive.aessweb.com/index.php/5004/article/view/3780>

<sup>80</sup> Chieh-Peng Lin, et.al., “Modeling Customer Loyalty from an Integrative Perspective of Self-Determination Theory and Expectation–Confirmation Theory”, *Journal of Business and Psychology* 24, No. 3 (1 May 2009): 315–26. <https://doi.org/10.1007/s10869-009-9110-8>

<sup>81</sup> Ming-Chi Lee, “Explaining and Predicting Users’ Continuance Intention toward e-Learning: An Extension of the Expectation–Confirmation Model”, *Elsevier* 54, No. 2 (1 February 2010): 506–16. <https://doi.org/10.1016/j.compedu.2009.09.002>

<sup>82</sup> Joon-Ho Kim, Hyunju Choi, and Seung-Hye Jung, “Value Expectation Confirmation and Word-of-Mouth Intention among International Tourists of a Cultural Festival Experience”, *Journal of Psychology in Africa* (18 August 2017). <https://doi.org/10.1080/14330237.2017.1347756>

<sup>83</sup> Shalom Levy, and Hino Hayiel, “Emotional Brand Attachment: A Factor in Customer-Bank Relationships”, *International Journal of Bank Marketing* 34, No. 2 (4 April 2016): 136–50. <https://doi.org/10.1108/ijbm-06-2015-0092>

<sup>84</sup> Chun-Nan Lin, and Hsiu-Yu Wang, “Understanding Users’ Switching Intentions and Switching Behavior on Social Networking Sites”, *Aslib Proceedings* 69, No. 2 (20 March 2017): 201–14. <https://doi.org/10.1108/ajim-08-2016-0127>

The researchers administered the online survey through Google Forms, and disseminated it through several social media platforms such as Facebook, Facebook Messenger, Twitter, and Instagram. The survey was available from July 14, 2023 to July 29, 2023 and has a privacy consent section prior to the start of the survey and the respondents had the option to agree, “I Consent” or disagree, “I do not consent” to confirm their participation and acceptance of the conditions of the survey. The researchers used statistical software Jamovi to analyze and interpret the data, particularly to measure linear regression, moderating effect, and hypothesis testing based on the conceptual framework.

**PRE-TEST**

A pre-test was conducted prior to the actual deployment of the survey to determine the reliability of the survey questionnaire. A total of 10 valid questionnaires from respondents with the same demographics used in the actual survey were collected and subjected to data analysis. Jamovi was used to test the reliability of the set of questions under each variable.

*Table 2. Pre-test Reliability Test Results*

Variable	Number of Items	Cronbach’s $\alpha$
Expectation	7 items	0.9010
Hedonistic Consumption	5 items	0.9331
Disconfirmation	4 items	0.9085
Emotional Attachment	6 items	0.9122
Switching Intention	6 items	0.9692

**ANALYSIS RESULTS**

The age ranges of the survey respondents are well-represented, with the majority (42.29%) falling into the 24-26 year range, followed by the 27-30 year range (32.34%), and the 20-23 year range (25.37%). As a result, it appears that a sizable number of the respondents are in their mid- to late-twenties. Majority or 89.05% of the respondents identify as female. While 8.46% of the respondents in the sample are men, and 2.49 % did not specify their gender. Additionally, the findings demonstrate that respondents' levels of BTS fanaticism vary in length. Three years is the most common length of fandom (38.31%), followed by seven years (15.92%) and one year (4.48%). Indicating a devoted group of long-term supporters, a sizable fraction (12.94%) of fans have been followers for at least 10 years. 5.97% of BTS's fans, on the other hand, have been following them for less than a year. This shows that BTS has been effective in drawing fans over time, both new and devoted ones.

*Table 3: Linear Regression Results: Model Fit Measure E-> D*

Model	R	R <sup>2</sup>
E -> D	0.8859	0.7848

The high correlation coefficient (R = 0.8859) indicates a strong positive linear relationship between Expectation and Disconfirmation. The R<sup>2</sup> value indicates that around 78.48% of the variability in Disconfirmation can be explained by changes in Expectation in the model. This

suggests that Expectation is a significant predictor of Disconfirmation in the given context, and the model has a good fit in explaining the relationship between the two variables.

**Table 4: Linear Regression Results: Model Coefficients E-> D**

Predictor	Estimate	SE	t	p	Verdict
Intercept	-0.2368	0.1821	-1.3003	0.1950	Supported
E	1.0264	0.0381	26.9386	< .0001	

The model indicates that Expectation has a significant and positive relationship with Disconfirmation. The statistical significance of the model, as indicated by the low p-value suggests that it supports H1 and provides valuable insights into the relationship between the variables, and the coefficient estimate helps quantify the effect of Expectation on the dependent variable, Disconfirmation.

**Table 5: Linear Regression Results: Model Fit Measure E-> HC**

Model	R	R <sup>2</sup>
E -> HC	0.5166	0.2669

The moderately positive linear relationship between the variables Expectation and Hedonistic Consumption is indicated by the positive correlation coefficient (R = 0.5166). Although there is a clear relationship between the variables, only about 26.69% of the variability in Hedonistic Consumption can be explained by changes in Expectation as modeled here, according to the relatively low R-squared value (R<sup>2</sup> = 0.2669).

**Table 6: Linear Regression Results: Model Coefficients E-> HC**

Predictor	Estimate	SE	t	p	Verdict
Intercept	0.3023	0.4376	0.6908	0.4905	Supported
E	0.7792	0.0915	8.5121	< .0001	

The p-value for the associated coefficient estimate for the predictor Expectation is 0.7792. This shows that there is a statistically significant correlation between Expectation and Hedonistic Consumption. The positive coefficient (0.7792) and the associated p-value is <.0001 which suggests a positive association between Expectation and Hedonistic Consumption while the t-statistic (8.5121) is significantly different from zero which supports its statistical significance. Therefore, H2 is accepted.

**Table 7: Linear Regression Results: Model Fit Measure HC -> D**

Model	R	R <sup>2</sup>
HC -> D	0.6337	0.4016

The correlation coefficient (R = 0.6337) indicates a moderate positive linear relationship between variables Hedonistic Consumption and Disconfirmation. However, the correlation is not extremely strong, indicating that other factors or variables might also influence Disconfirmation. The R<sup>2</sup> value indicates that approximately 40.16% of the variability in Disconfirmation can be explained by the variation in Hedonistic Consumption in the model. This indicates that the



remaining 60% of the variance in Disconfirmation is not captured by this model and may be attributed to other factors not considered in the study.

**Table 8: Linear Regression Results: Model Coefficients HC -> D**

Predictor	Estimate	SE	t	p	Verdict
Intercept	2.6806	0.1731	15.4847	< .0001	Supported
HC	0.4868	0.0421	11.5574	< .0001	

The model indicates that both the intercept and the predictor have significant effects on the dependent variable, Disconfirmation. The statistical significance of the model, as indicated by the low p-values suggests that it supports H3 and provides valuable insights into the relationship between the variables.

**Table 9: Moderation Estimates (Effect to Switching Intention)**

	Estimate	SE	Z	p	Verdict
D	-1.1201	0.1838	-6.0955	< .0001	Supported
EA	-0.0154	0.0834	-0.1845	0.8537	Not supported
D * EA	-0.3557	0.0861	-4.1317	< .0001	Supported

The coefficient estimate for Disconfirmation is -1.1201, and the p-value (< 0.0001) indicates that the coefficient is statistically significant. This suggests that there is a significant relationship between Disconfirmation and Switching Intention, accepting H4. The negative coefficient implies an inverse relationship between Disconfirmation and Switching Intention.

The coefficient estimate for Emotional Attachment is -0.0154, and the p-value (0.8537) implies that the coefficient is not statistically significant. This association, however, is not included in the current study and may be investigated further by future researchers.

The coefficient estimate for Disconfirmation and Emotional Attachment is -0.3557, and the p-value (< 0.0001) indicates that the coefficient is statistically significant. This suggests that there is a significant interaction effect between Disconfirmation and Emotional Attachment on Switching Intention, therefore accepting H5. Thus, the combined influence of Disconfirmation and Emotional Attachment together differs from their individual effects.

## DISCUSSION

This study developed a conceptual framework to understand consumers' Switching Intention by extending the Expectation Disconfirmation Theory, particularly by investigating the moderating extent of Emotional Attachment. The study also sought to find out whether Expectation and Hedonistic Consumption affect Disconfirmation. The results of this study showed that all hypotheses that propose causal relationships among different variables (Expectations, Hedonistic Consumption, Disconfirmation, Switching Intention) are supported.

Filipino ARMY has a positive Disconfirmation<sup>85</sup> towards BTS as their expectations towards the group have lived up to those expectations determines whether or not people are satisfied with them.

Based on H2, Filipino ARMY's Expectation has a positive significant impact on Hedonistic Consumption as the fans have high regard on the quality being provided by K-pop merchandise as they get more than what they pay for and it outweighs the costs of purchasing the product<sup>86</sup>. Even if BTS is in the process of military enlistment, the Filipino ARMY still feels fulfillment and happiness from buying and consuming K-pop merchandise.

According to the findings of the study, Hedonistic Consumption has a positive significant impact towards Disconfirmation of Filipino ARMY on BTS' break and military enlistment (H3). Filipino ARMY continue to support BTS in their future endeavors and will still continue to buy their merchandise to make up for the group's absence while they are still on break.

Fourth, Disconfirmation has a positive significant impact towards Switching Intention of Filipino ARMY towards other K-idol groups and their merchandise (H4). Based on the result of the survey, the Filipino ARMY will not switch to other groups and will constantly support the group until they come back from their military enlistment.

Lastly, Emotional Attachment has a positive significant moderating impact on the relationship between Disconfirmation on BTS' break and military enlistment and Switching Intention of Filipino ARMY (H5). The study also explored Emotional Attachment as a moderating variable, and results showed that it has a significant moderating effect on Disconfirmation and Switching Intention. However, contrary to previous studies, the results have shown that Emotional Attachment alone of Filipino ARMY to BTS does not influence Switching Intention, which may indicate that the military enlistment of BTS members does not affect Filipino ARMY's intention to switch to other K-pop groups. This relationship is not explicitly included in the present study but can be explored in future research. It is also important to consider that the members who have not yet enlisted are pursuing individual projects, therefore also having an impact on the Emotional Attachment of the Filipino ARMY.

This study demonstrates that despite BTS' hiatus, the Filipino ARMY still supports BTS despite being inactive and while serving in the military. There are contents that BTS prepared in advance and solo projects released by other members that make up for their absence. Lastly, the study reflects that the Filipino ARMY still supports BTS and are waiting for their comeback.

## CONCLUSION

Extending the Expectation Disconfirmation Theory, this research investigated the effect of consumers' Expectations and Hedonistic Consumption on their experience of Disconfirmation and explored the effect of Emotional Attachment to their Switching Intention. The results showed that Filipino ARMY's Expectations and Hedonistic Consumption have a significant effect on Disconfirmation. Emotional Attachment was added as a moderating variable, and results showed that it has a significant moderating effect between Disconfirmation and Switching Intention. This study provides understanding of Filipino ARMY's consumer behavior in light of BTS' hiatus, and

---

<sup>85</sup> Colleen Schwarz and Zhiwei Zhu, "The Impact of Student Expectations in Using Instructional Tools on Student Engagement: A Look through the Expectation Disconfirmation Theory Lens," *Journal of Information Systems Education* 26, No. 1 (2015): 47–58, <https://doi.org/https://aisel.aisnet.org/jise/vol26/iss1/5>

<sup>86</sup> Lawrence O. Hamer, "A Confirmation Perspective on Perceived Service Quality," *Journal of Services Marketing* 20, No. 4 (2006): 219–32, <https://doi.org/10.1108/08876040610674571>

the results provide insight on how Emotional Attachment can be used in brand and community building in terms of K-pop fandoms.

## **IMPLICATIONS & RECOMMENDATIONS THEORETICAL**

The Expectation Disconfirmation Theory is still applicable in the society in the context of K-Pop music industry and can be used for future studies about the consumer behavior of K-Pop fans and to validate also the brand loyalty of a K-pop fan towards his/her idol whenever they enter their military enlistment. This study adapted EDT to include Hedonistic Consumption and Emotional Attachment as variables to Switching Intention. Further research with other variables such as brand trust, customer loyalty, and repurchase intention may be taken into consideration.

## **METHODOLOGICAL**

The survey method is an appropriate method to gather the data for this study and purposive sampling was used. Future researchers can consider an increase in sample size and involve other K-pop groups and its fandoms since the scope of the study is limited to BTS and Filipino ARMY. The sample included only Filipino ARMY aged 20-30 years. As consumers differs in perceptions, beliefs, and habits at different life stages, social and financial status, and geographical locations, cross-sectional and longitudinal studies can further be done to broaden this current study's validity.

Future research can include probing more variables pertaining to the relationship between Expectation and Hedonistic Consumption and the relationship between Hedonistic Consumption and Disconfirmation of Filipino ARMY to strengthen respective correlations as the present study focused on Hedonistic Consumption of BTS merchandise and their Switching Intention to other K-pop groups. There is a need for further research on the effects of Emotional Attachment to K-pop related purchase intentions in other contexts such as tourism, e-commerce, and the like.

In addition, future research may employ a mixed methods approach to gain a comprehensive understanding of Filipino ARMY and their consumer behavior, as the present study only used quantitative methods. It is also recommended to do cultural research in other ARMY fanbases in different countries to explore similarities and differences of the effect of BTS' break compared to Filipino ARMY.

## **PRACTICAL**

In the perspective of business, marketers and advertisers should not disregard how Expectation and Hedonistic Consumption affect consumers' experiences of Disconfirmation and it is crucial to enhance consumers' Emotional Attachment to the brand as building a strong bond with consumers can elevate brand loyalty. In the context of this study, brand loyalty of Filipino ARMY to BTS can be strengthened through continuous community engagement and meeting of expectations. Producing high-quality, emotionally-resonant content is a direct result of the creators' commitment to being genuine and open with their audience. Instilling a sense of pride and loyalty in fans is a result of consistently producing high-quality music and performances that satisfy their expectations. Brand loyalty always plays an important role in marketing strategy as it is commonly

understood not only as a pattern of repeat purchases, but also as a psychological disposition towards the brand itself<sup>87</sup>.

For fans who became entrepreneurs out of their love of the brand, they should not be discouraged by the military enlistment of BTS as the results of the study have shown that Filipinos will remain loyal and will not switch to other groups while on hiatus. As BTS is now exploring their talents by going solo and trying new things, this study may encourage the fans to also create and innovate things, like their idols who have different identities; personal branding is also essential in terms of businesses and what makes you different from another competitor.

## **SUSTAINABLE DEVELOPMENT GOALS**

**SDG 8: Decent Work and Economic Growth:** SDG 8 seeks to advance full and productive employment, sustained, inclusive, and sustainable economic growth, and decent work for everyone. It acknowledges the significance of supporting economic growth that benefits all facets of society, enhancing working conditions, and providing chances for meaningful and lucrative employment.

The study may be useful for job prospects brought on by BTS-related activities, such as fandom entrepreneurship, which enables skilled K-pop fans to capitalize on their passion for the genre and their talents, media production as well as tourism (including day trips and pilgrimages in Korea). The data indicates BTS is contributing an estimated \$3.9 billion in economic value to the South Korean economy annually, and the impact of BTS's military service is expected to have an influence on the economy<sup>88</sup>. In Philippine settings, resellers and group order (GO) managers have emerged due to the increasing market of K-pop merchandise. They have used various social media platforms, such as Facebook and Twitter<sup>89</sup> and E-commerce applications, like Shopee and Lazada to promote the K-pop merchandise services they offer.

### **SDG 12: Responsible Consumption and Production**

SDG 12 is concerned with encouraging sustainable production and consumption practices. It promotes businesses to employ sustainable production techniques and tries to give people the knowledge and resources they need to make educated decisions about their consumption patterns.

The investigation of customer interactions with BTS-related goods, services, and content is in line with the current study. BTS is a well-known cultural and entertainment phenomenon that has a big impact on how people behave as consumers.

By encouraging a culture of responsible consumption and sustainable production in the entertainment and consumer products industries, the findings have the potential to benefit not only the BTS fandom but also the greater community.

---

<sup>87</sup> Elizabeth Serra, et al., "How Market Orientation Impacts Customer's Brand Loyalty and Buying Decisions." *Journal of Risk and Financial Management* 15, No. 8 (11 August 2022): 357. <https://doi.org/10.3390/jrfm15080357>

<sup>88</sup> "BTS Members Are Joining the Military — Here's How Much It Will Cost South Korea's Economy," November 16, 2022. <https://www.cnbc.com/video/2022/11/14/bts-is-joining-the-military--heres-how-much-it-will-cost-south-korea.html>.

<sup>89</sup> Ysa Abad. "Let's Be Budol Besties: The Insider's Guide to Buying K-Pop Photocards." *RAPPLER*, January 13, 2022. <https://www.rappler.com/life-and-style/arts-culture/things-to-know-starting-k-pop-photocard-collection/>.

## REFERENCE

- “BTS Members Are Joining the Military — Here’s How Much It Will Cost South Korea’s Economy,” November 16, 2022. <https://www.cnn.com/video/2022/11/14/bts-is-joining-the-military--heres-how-much-it-will-cost-south-korea.html>.
- Adisak Suvittawat, “The Influence of Customer Expectations, Customer Loyalty, Customer Satisfaction and Customer Brand Loyalty on Customer Purchasing Intentions: A Case Study of K-POP Fans in Thailand”, *African Journal of Business Management* 16, No. 1 (31 January 2022): 1–9. <https://doi.org/10.5897/ajbm2021.9321>
- Anol Bhattacharjee, “Understanding Information Systems Continuance: An Expectation-Confirmation Model,” *MIS Quarterly* 25, No. 3 (2001): 351, <https://doi.org/10.2307/3250921>
- Ashley Martelino, “ARMY, Here's How to Reserve a Slot to Visit the BTS Pop-Up Store in Manila”, SPOT.PH, 26 May 2021, <https://www.spot.ph/shopping/the-latest-shopping/86294/bts-pop-up-map-of-the-soul-store-how-to-reserve-slot-a3440-20210526>
- Ashley Martelino, “ARMY, The Newest Puma x BTS Sneaker Just Dropped in Manila”, SPOT.PH, (2018), <https://www.spot.ph/shopping/the-latest-shopping/75971/puma-x-bts-sneaker-manila-a3440-20181207>
- Ashley Martelino, “Life Is Dynamite With This Colorful New BTS x FILA Collection”, SPOT.PH, (2022), <https://www.spot.ph/shopping/the-latest-shopping/88357/fila-bts-dynamite-collection-philippines-a3440-20220106>
- Carl Agustin, “ARMYs! Start off BTS’ next chapter with Binggrae Milk x TinyTAN”, *Lifestyle.Inq*, 15 December 2022, <https://lifestyle.inquirer.net/435855/armys-start-off-bts-next-chapter-with-binggrae-milk-x-tinytan/>
- Chantal Da Silva, “K-Pop Band BTS Will Serve Mandatory Military Duties”, *NBC News*, 17 October 2022, <https://www.nbcnews.com/news/world/bts-k-pop-stars-military-service-south-korea-rcna52497>
- Chieh-Peng Lin, et.al., “Modeling Customer Loyalty from an Integrative Perspective of Self-Determination Theory and Expectation–Confirmation Theory”, *Journal of Business and Psychology* 24, No. 3 (1 May 2009): 315–26. <https://doi.org/10.1007/s10869-009-9110-8>
- Chih Wen-Hai et.al., (2012), From disconfirmation to switching: An empirical investigation of switching intentions after service failure and recovery, *The Service Industries Journal*. 32. 1305-1321. [10.1080/02642069.2010.531267](https://doi.org/10.1080/02642069.2010.531267)
- Chung, M. et.al., “Economic Effect of BTS,” 2018 Hyundai Research Institute, Issue Report, 18, No. 15, 1-11.
- Chun-Nan Lin, and Hsiu-Yu Wang, “Understanding Users’ Switching Intentions and Switching Behavior on Social Networking Sites”, *Aslib Proceedings* 69, No. 2 (20 March 2017): 201–14. <https://doi.org/10.1108/ajim-08-2016-0127>
- CNN Philippines. “Filipinos Named 2nd Biggest Listeners of BTS on Spotify,” 14 June 2022, <https://www.cnnphilippines.com/entertainment/2022/6/14/Filipinos-listeners-BTS-.html>.
- Colleen Schwarz and Zhiwei Zhu, “The Impact of Student Expectations in Using Instructional Tools on Student Engagement: A Look through the Expectation Disconfirmation Theory Lens,” *Journal of Information Systems Education* 26, No. 1 (2015): 47–58, <https://doi.org/https://aisel.aisnet.org/jise/vol26/iss1/5>
- Colleen Schwarz and Zhiwei Zhu, “The Impact of Student Expectations in Using Instructional Tools on Student Engagement: A Look through the Expectation Disconfirmation Theory

- Lens,” *Journal of Information Systems Education* 26, No. 1 (2015): 47–58,  
<https://doi.org/https://aisel.aisnet.org/jise/vol26/iss1/5>
- David K. Tse and Peter C. Wilton, “Models of Consumer Satisfaction Formation: An Extension,” *Journal of Marketing Research* 25, No. 2 (1988): 204,  
<https://doi.org/10.2307/3172652>
- Douglas B. Grisaffe and Hieu P. Nguyen, “Antecedents of Emotional Attachment to Brands,” *Journal of Business Research* 64, No. 10 (2011): 1052–59,  
<https://doi.org/10.1016/j.jbusres.2010.11.002>.
- Dylan Welsh, “6 Qualities That All Successful Musicians Have”, 30 June 2014.  
<https://blog.sonicbids.com/6-qualities-all-successful-musicians-have>
- Elizabeth Serra, et al., “How Market Orientation Impacts Customer’s Brand Loyalty and Buying Decisions.” *Journal of Risk and Financial Management* 15, No. 8 (11 August 2022): 357.  
<https://doi.org/10.3390/jrfm15080357>
- Erik Paolo Capistrano, “Understanding Filipino Korean Pop Music Fans”, *Asian Journal of Social Science* 47, No. 1 (12 March 2019): 59–87. <https://doi.org/10.1163/15685314-04701004>
- Erik Paolo Capistrano, “Understanding Filipino Korean Pop Music Fans,” *Asian Journal of Social Science* 47, No. 1 (2019): 59–87, <https://doi.org/10.1163/15685314-04701004>
- Gia Flores et al., “Influence of Digital Media Advertisements of KPOP Industry on Selected Young Adults in Manila, Philippines”, *International Journal of Social Science Research and Review*, October 2022, <https://ijssrr.com/journal/article/view/567>
- Gilbert Churchill, Jr. et.al, “An Investigation into the Determinants of Customer Satisfaction”, *Journal of Marketing Research* 19, No.4 (1982): 491-504, <https://doi.org/10.2307/3151722>
- Grace Ing, Azazea Azizi Abdul Adis, & Zaiton Osman. *Korean Wave and Malaysian Young Adults: Attitudes, Intention and Behaviour*. 2018. *Malaysian Journal of Business and Economics*, 5(1), 77-94.
- Grover, C. [@amidocumentary], J, Z & S [@BTS\_iTunesZA], and Ringland, K.E. [@liltove]. *BTS ARMY CENSUS*, 9 July 2022, <https://www.btsarmycensus.com/>
- Hae-Won Lee and Joon-Ho Kim, “Brand Loyalty and the Bangtan Sonyeondan (BTS) Korean Dance: Global Viewers’ Perceptions”, *Journal of Psychology in Africa* 30, No. 6 (1 November 2020): 551–58. <https://doi.org/10.1080/14330237.2020.1842415>
- Hanna Panoringan, “7 BTS-Themed Cafes around Metro Manila That Are a Must-Visit for ARMYs”, *Candymag.Com*, (2022), <https://www.candymag.com/lifestyle/bts-themed-cafes-metro-manila-a00401-20221019>
- Harvir S. Bansal and Shirley F. Taylor, “The Service Provider Switching Model (SPSM),” *Journal of Service Research* 2, No. 2 (1999): 200–218, <https://doi.org/10.1177/109467059922007>
- Heesup Han, et.al., “Switching Intention Model Development: Role of Service Performances, Customer Satisfaction, and Switching Barriers in the Hotel Industry.” *International Journal of Hospitality Management* 30, No. 3 (2011): 619–29.  
<https://doi.org/10.1016/j.ijhm.2010.11.006>
- Ho-Chun Herbert Chang, Becky Pham, and Emilio Ferrara. “KPop Fandoms Drive COVID-19 Public Health Messaging on Social Media.” *ResearchGate*, October 7, 2021.  
[https://www.researchgate.net/publication/355239532\\_KPop\\_Fandoms\\_drive\\_COVID-19\\_Public\\_Health\\_Messaging\\_on\\_Social\\_Media](https://www.researchgate.net/publication/355239532_KPop_Fandoms_drive_COVID-19_Public_Health_Messaging_on_Social_Media).
- <https://jurcon.ums.edu.my/ojums/index.php/mjbe/article/download/1603/1037>

- Hugh McIntyre, “J-Hope Becomes The Second Member Of BTS To Enlist In The Korean Military”, Forbes, (2023), <https://www.forbes.com/sites/hughmcintyre/2023/04/19/j-hope-becomes-the-second-member-of-bts-to-enlist-in-the-korean-military/?sh=1be461b39904>
- Jaehwa Bernardo, “McDonald's to Release Meal with BT21 Toys in PH”, ABS-CBN News, 13 April 2023, <https://news.abs-cbn.com/life/04/13/23/mcdonalds-to-release-meal-with-bt21-toys-in-ph>
- Jamie Sanchez, “ARMY, Get First Dibs on the Mediheal x BTS Mask Sets”, SPOT.PH, 9 March 2018, <https://www.spot.ph/shopping/the-latest-shopping/73117/watsons-mediheal-x-bts-mask-set-a00023-20180309>
- Janine Peralta, “McDonald's Launches BTS Meal in PH”, CNN Philippines, 18 June 2021, <https://www.cnnphilippines.com/entertainment/2021/6/18/BTS-Meal-Mcdo-PH.html>
- Jewel Sta. Ana, “Samsung Galaxy S20+, Galaxy Buds+ BTS Edition Priced in the Philippines”, YugaTech | Philippines Tech News & Reviews, (2022), <https://www.yugatech.com/news/samsung-galaxy-s20-galaxy-buds-bts-edition-price-philippines/>
- Jimryn Parc and Yeogeun Kim, “Analyzing the Reasons for the Global Popularity of BTS: A New Approach from a Business Perspective”, Journal of International Business and Economy 21, No. 1 (1 December 2020): 15–36. <https://doi.org/10.51240/jibe.2020.1.2>
- Jiwon Kang, et.al, “Behind the scenes of K-pop fandom: unveiling K-pop fandom collaboration network”, Quality & Quantity: Internal Journal of Methodology, 56 (2022): 1481-1502. <https://doi.org/10.1007/s11135-021-01189-5>
- Jiyoung Hwang and Jay Kandampully, “The Role of Emotional Aspects in Younger Consumer-brand Relationships”, Journal of Product & Brand Management 21, No. 2 (13 April 2012): 98–108. <https://doi.org/10.1108/10610421211215517>
- John Swan, “Consumer Satisfaction Related to Disconfirmation of Expectations and Product Performance,” The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior 1 (1988): 40–47.
- Jonathan Hicap, “BTS RM's Solo Album ‘Indigo’ sells 553,770 copies in one day”, Manila Bulletin, 3 December 2022. <https://mb.com.ph/2022/12/03/bts-rms-solo-album-indigo-sells-553770-copies-in-one-day/>
- Jonathan Hicap, “BTS RM's Solo Album ‘Indigo’ sells 553,770 copies in one day”, Manila Bulletin, (2022), <https://mb.com.ph/2022/12/03/bts-rms-solo-album-indigo-sells-553770-copies-in-one-day/>
- Joon-Ho Kim, Hyunju Choi, and Seung-Hye Jung, “Value Expectation Confirmation and Word-of-Mouth Intention among International Tourists of a Cultural Festival Experience”, Journal of Psychology in Africa (18 August 2017). <https://doi.org/10.1080/14330237.2017.1347756>
- Joseph Kim and Seung-Ho Kwon, “K-Pop's Global Success and Its Innovative Production System.” Sustainability 14, no. 17 (5 September 2022): 11101. <https://doi.org/10.3390/su141711101>
- Julien Benatar, “Next Big Sound's State Of The Industry 2013 - Next Big Sound”, Medium, 11 December 2021. <https://blog.nextbigsound.com/next-big-sounds-state-of-the-industry-2013-e2edd4d0f897>

- Koh Ewe, "The Wildest Ways People Are Preserving Their McDonald's BTS Meals", VICE, 22 June 2021, <https://www.vice.com/en/article/jg8j47/mcdonalds-bts-meal-packaging-viral-kpop>
- Koji Arsua, "Here's What Went Down at the Global Launch of "Beyond the Story: 10 Year Record of BTS"", WhenInManila, (2023), <https://www.wheninmanila.com/heres-what-went-down-at-the-global-launch-of-beyond-the-story-10-year-record-of-bts/>
- Korea Legislation Research Institute, Military Service Act.  
[https://elaw.klri.re.kr/eng\\_service/lawView.do?hseq=56344&lang=ENG](https://elaw.klri.re.kr/eng_service/lawView.do?hseq=56344&lang=ENG)
- Lawrence O. Hamer, "A Confirmation Perspective on Perceived Service Quality," *Journal of Services Marketing* 20, No. 4 (2006): 219–32,  
<https://doi.org/10.1108/08876040610674571>
- Lawrence O. Hamer, "A Confirmation Perspective on Perceived Service Quality," *Journal of Services Marketing* 20, No. 4 (2006): 219–32,  
<https://doi.org/10.1108/08876040610674571>
- Leonard L. Berry, "Cultivating Service Brand Equity," *Journal of the Academy of Marketing Science* 28, No. 1 (2000): 128–37, <https://doi.org/10.1177/0092070300281012>.
- Matthew Thomson, et.al, "The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands." *Journal of Consumer Psychology* 15, No. 1 (2005): 77–91. <http://www.jstor.org/stable/1480351>
- Ming-Chi Lee, "Explaining and Predicting Users' Continuance Intention toward e-Learning: An Extension of the Expectation–Confirmation Model", *Elsevier* 54, No. 2 (1 February 2010): 506–16. <https://doi.org/10.1016/j.compedu.2009.09.002>
- Morris B. Holbrook and Elizabeth C. Hirschman, "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun," *Journal of Consumer Research* 9, No. 2 (1982): 132, <https://doi.org/10.1086/208906>
- Muhammad Mazhar et al., "Gauging Customers' Negative Disconfirmation in Online Post-Purchase Behaviour: The Moderating Role of Service Recovery," *Cogent Business & Management* 9, No. 1 (2022), <https://doi.org/10.1080/23311975.2022.2072186>
- Nsobiari Awara and Joseph Anyadighibe, "The Relationship between Customer Satisfaction and Loyalty: A Study of Selected Eateries in Calabar, Cross River State," *Interdisciplinary Journal Of Contemporary Research In Business* 5, No. 9 (2014): 110–25.
- Oliver, R. L. (1977b). Effect of expectation and disconfirmation on postexposure product evaluations: An alternative interpretation. *Journal of Applied Psychology*, 62(4), 480–486. <https://doi.org/10.1037/0021-9010.62.4.480>
- Patricia Esteves, "BTS Throwback: When Manila Became a 'Testing Ground' for the K-Pop Superstars", *Philstar.Com*, (2022), <https://www.philstar.com/entertainment/2022/05/21/2182508/bts-throwback-when-manila-became-testing-ground-k-pop-superstars>
- Piotr Tarka, et.al., "Consumers' Personality and Compulsive Buying Behavior: The Role of Hedonistic Shopping Experiences and Gender in Mediating-Moderating Relationships", *Journal of Retailing and Consumer Services* 64 (1 January 2022): 102802, <https://doi.org/10.1016/j.jretconser.2021.102802>
- Ralph L. Day, "Extending the Concept of Consumer Satisfaction," *Advances in Consumer Research* 4 (1977): 149–54.
- Rebecca Cook, "BTS Are on the Brink of Enrolling in a Major Military Nightmare", *WIRED UK*, 3 October 2020, <https://www.wired.co.uk/article/bts-military-service-soft-power>



- Richard L. Oliver, "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions," *Journal of Marketing Research* 17, No. 4 (1980): 460, <https://doi.org/10.2307/3150499>
- Ritu Singh, "Having More Children Could Exempt South Korean Men From Military Service. Here's Why", NDTV, (2023), <https://www.ndtv.com/world-news/having-more-children-could-exempt-south-korean-men-from-mandatory-military-service-heres-why-3895774>
- Rubal Kanozia and Garima Ganghariya. "Cultural Proximity and Hybridity: Popularity of Korean Pop Culture in India." *Media Asia* 48, no. 3 (March 22, 2021): 219–28. <https://doi.org/10.1080/01296612.2021.1902079>.
- Sara Kabir, "What BTS's Military Enlistment Means for Fans and the Group's Future", *The Daily Star* (2022), <https://www.thedailystar.net/shout/news/what-btss-military-enlistment-means-fans-and-the-groups-future-3145931>
- Shalom Levy, and Hino Hayiel, "Emotional Brand Attachment: A Factor in Customer-Bank Relationships", *International Journal of Bank Marketing* 34, No. 2 (4 April 2016): 136–50. <https://doi.org/10.1108/ijbm-06-2015-0092>
- SMART Communications, "Smart's BTS campaign bags 'Best Use of Video' in Twitter's Best of Tweets 2021", (2021), <https://smart.com.ph/About/newsroom/press-releases/products-and-services/2021/12/17/smart-s-bts-campaign-bags-best-use-of-video-in-twitter-s-best-of-tweets-2021>
- So-Hyun Lee et.al, "Unveiling the Success Factors of BTS: A Mixed-Methods Approach", *Internet Research* 31, No. 5 (15 December 2020): 1518-40. <https://doi.org/10.1108/INTR-12-2019-0507>
- Statista, "BTS YouTube Channel Views by Country 2023", 23 January 2023, <https://www.statista.com/statistics/973644/south-korea-bts-youtube-channel-views-by-country/>
- Statista, "Global Music Industry Revenue 2012-2023," 10 August 2021. <https://www.statista.com/statistics/259979/global-music-industry-revenue/>
- Sunil Erevelles and Clark Leavitt, "A Comparison of Current Models of Consumer Satisfaction/Dissatisfaction", *The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 5 (1992), <https://jcsdcb.com/index.php/JCSDCB/article/view/636>
- Susan M. Keaveney, "Customer Switching Behavior in Service Industries: An Exploratory Study," *Journal of Marketing* 59, No. 2 (1995): 71, <https://doi.org/10.2307/1252074>
- The Editors of Encyclopaedia Britannica, "BTS", (2023). Britannica. <https://www.britannica.com/topic/BTS>
- Vicki McKinney, Kanghyun Yoon, and Fatemeh "Mariam" Zahedi, "The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach," *Information Systems Research* 13, No. 3 (2002): 296–315, <https://doi.org/10.1287/isre.13.3.296.76>
- Vicki McKinney, Kanghyun Yoon, and Fatemeh "Mariam" Zahedi, "The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach," *Information Systems Research* 13, No. 3 (2002): 296–315, <https://doi.org/10.1287/isre.13.3.296.76>
- Virginia Pieters, et.al, "Online Transportation Services: Factors Affecting Consumer Switching Behavior," *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 7, No. 4 (2019). <https://ejournal.unsrat.ac.id/v3/index.php/emba/issue/view/2408>
- Wahdah Amri. "Kpop Fans Fanatism In Social Media Instagram." *International Journal of Cultural and Social Science* 1, No. 1 (2020): 25–34. <https://pcijournal.org/index.php/ijcss/article/view/21>

World Music Awards, Twitter, 30 October 2022.

<https://twitter.com/WORLDMUSICAWARD/status/1586702424840015872/photo/3>

World Vision Philippines, “BTS ARMY To The Rescue”, 2022,

<https://www.worldvision.org.ph/bts-army-to-the-rescue/>

Xander Zellner, “Hot 100 First-Timers: BTS’ JIN Scores First Solo Entry With ‘The Astronaut’”

Billboard, 9 November 2022. <https://www.billboard.com/music/chart-beat/bts-jin-the-astronaut-solo-hot-100-hit-1235167955/>

Yann Magcamit, “Hotdog and TinyTAN Merch in One? It’s Finally Possible, Thanks to Virginia!”, Cebu Daily News, Inquirer.Net, 14 April 2023,

<https://cebudailynews.inquirer.net/496742/hotdog-and-tinytan-merch-in-one-its-finally-possible-thanks-to-virginia>

Ysa Abad. “Let’s Be Budol Besties: The Insider’s Guide to Buying K-Pop Photocards.”

RAPPLER, January 13, 2022. <https://www.rappler.com/life-and-style/arts-culture/things-to-know-starting-k-pop-photocard-collection/>.

Yunus Bahadır Güler, “Values and Hedonic Consumption Behavior: A Field Research in Kirikkale,” Asian Journal of Empirical Research 4, No. 3 (2014)

Yunus Bahadır Güler, “Values and Hedonic Consumption Behavior: A Field Research in Kirikkale”, (18 March 2014).

<https://archive.aessweb.com/index.php/5004/article/view/3780>

조선일보. “10년간 데뷔 아이돌 436팀...1년에 한두팀만 남기도,” 22 July 2017.

[https://news.chosun.com/site/data/html\\_dir/2017/07/22/2017072200936.html](https://news.chosun.com/site/data/html_dir/2017/07/22/2017072200936.html)

## Appendix

### Appendix A: Survey Questionnaire

Variables	Questions	Cronbach’s $\alpha$
Expectation	E1: BTS has a positive attitude towards its fans.	0.9726
	E2: BTS members are constantly improving themselves.	0.9690
	E3: BTS has a wide range of talents.	0.9663
	E4: BTS members are sincere with their fans.	
	E5: BTS members have a close relationship with their fans.	0.9661
	E6: BTS members are principled and trustworthy.	0.9719
	E7: BTS will maintain communication with their fans through their multiple communication channels.	0.9688
		0.9669

<b>Hedonistic Consumption</b>	HC1: Shopping for BTS merch feels like an escape	
	HC2: When shopping for BTS merch, I am able to forget my problems	0.9128
	HC3: When shopping for BTS merch, I enjoy being immersed in other BTS-related products	0.9187
	HC4: I purchase BTS merch not because I have to, but because I want to	0.9090
	HC5: Trying new BTS products makes me excited	0.9285
<b>Disconfirmation</b>	D1: My personal experience with BTS has been positive.	0.9162
	D2: BTS' level of talent and performance is better than I expected.	0.9125
	D3: I enjoyed BTS merch/music/content more than I expected to.	0.8986
	D4: Even when BTS members are on hiatus, my expectations regarding their communication with their fans were met.	0.9063
<b>Emotional Attachment</b>	EA1: I have a unique relationship with BTS	0.9212
	EA2: I identify with what BTS stands for	0.9112
	EA3: I feel a sense of belonging in the BTS fandom	0.9201
	EA4: I am proud to be an Army	0.9033
	EA5: I am highly regarded in my community of fellow fans	0.9168
	EA6: BTS fits my personality	0.9318
		0.9144

<b>Switching Intention</b>	SI1: I will consider switching to other K-pop boy group/s soon.	0.9566
	SI2: I have a high probability of switching to other K-pop boy group/s	0.9546
	SI3: I am determined to switch to another K-pop boy group/s	0.9544
	SI4: I spend more time on the new K-pop boy group/s I stan.	0.9582
	SI5: I browse the content of the new K-pop boy group/s I stan more often.	0.9590
	SI6: I spend more money on the new K-pop boy group/s I stan	0.9631

***Appendix B: Frequency Distribution of Sample Data***

<b>Items</b>	<b>Background Variable</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Age</b>	20-23 years old	51	25.37%
	24-26 years old	85	42.29%
	27-30 years old	65	32.34%
<b>Gender</b>	Female	179	89.05%
	Male	17	8.46%
	Prefer not to say	5	2.49%
<b>How long have you been a fan of BTS?</b>	Less than 1 year	12	5.97%
	1 year	9	4.48%
	2 years	4	1.99%
	3 years	77	38.31%
	4 years	17	8.46%
	5 years	7	3.48%
	6 years	8	3.98%
	7 years	32	15.92%
	8 years	5	2.49%
	9 years	4	1.99%
10 years	26	12.94%	