

Artificial Intelligence (AI), Digital Marketing and Popularity on Purchase Intentions for Virtual Concerts in Korean Girlband Aespa

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ABSTRACT

Objective: The impact of the Behavioral Control Model, Personal Innovation, and Technology Acceptance on Shopee Online Purchase Interest is examined in this study.

Method: Data was gathered from 96 respondents via questionnaires sent to Shopee platform users utilizing a quantitative study design and SmartPLS software. **Results:** These results show a favorable association between the factors of the Technology Acceptance Model, Personal Innovation, and Behavioral Control, and how these affect Online Purchase Interest. The study's findings emphasize the significance of the Shopee platform's use of the technology acceptance model, consumer creativity, and the application of efficient behavioral management to boost platform users' enthusiasm in making purchases. **Novelty:** The implications of this research contribute to consumer understanding in the context of online product or service shopping, assisting researchers in developing strategies that can increase customer engagement and satisfaction.

INTRODUCTION

The world has entered the period of the Industrial Revolution 5.0, where interaction between humans and integrated technology combines the real and virtual worlds, including the development of Artificial Intelligence (AI) in various fields [1]. This era also changed the business paradigm and had an impact on the entertainment industry as a whole. The entertainment industry, known as *the Entertainment and Media (EnM) Industry*, is an organization that contributes to the distribution, production and publication of various products ranging from the film, television, publishing, radio, music, internet and advertising segments. The entertainment industry itself is part of the creative industry which always follows technological developments and consumer demands. This has resulted in the entertainment industry facing quite tight competition, where business players must always adapt quickly in order to stay current and competitive in the industry [2].

One entertainment sector that has a large scale and long history and also plays an important role in spurring South Korea's economic growth is *SM Entertainment*. This company has been a platform for many of South Korea's leading artists and has dominated the entertainment industry in South Korea [3]. This company was founded on February 14, 1989 by its founder, Lee Soo-Man. This company operates as a record label, music producer, concert organizer, event manager, as well as a music publishing agency [4]. Over the past few years, *SM Entertainment* has been a pioneer in leading the Korean Wave as a pioneer of K-pop, acquiring a significant share of the global fan market.

Currently, the ranks of artists under his auspices include EXO, Super Junior, Girl's Generation, NCT, Red Velvet, SuperM, BoA, F(X), aespa, and several other artists [5]. Based on a report by *The Korean Times*, Indonesia is one of the largest markets for the K-Pop industry in the world with a total of 73.12 million fans. The majority of K-Pop fans in Indonesia are aged 15-35 years, as outlined in a survey conducted by *The Fandom for Idols*. They are willing to spend money ranging from IDR 100,000 to IDR 500,000 every month to buy their favorite idol *merchandise* and even look for concert tickets. This shows how much interest and support K-Pop fans have in Indonesia, which makes this country one of the leading markets for the K-Pop industry at the global level [6].

In attracting consumer purchasing intentions and taking advantage of opportunities, SM Entertainment utilizes artificial intelligence. Counterfeit insights is the realization of machines that display components of human insights and proceeds to be actualized in administrations and gets to be a implies of advancement nowadays [7]. SM Entertainment also implements digital technology to develop a more detailed ecosystem and create products and services that introduce new stars. One of them is aespa, which is a *girl group* that debuted in 2020 and was introduced with a virtual concept as part of the future era of artificial intelligence. Its founder, Lee Soo-Man, said that aespa is a new chapter in the future of entertainment where idols in real life can meet and coexist with their virtual avatars [8].

The group's name comes from combining the initial letters of the words "Avatar" and "Experience," which is shortened to 'ae' [9]. Indeed in spite of the fact that it comprises of four human individuals, namely Karina, Giselle, Winter, and Ningning, aespa also has four AI (*Artificial Intelligence*) members known as "ae" Karina, "ae" Winter, "ae" Ningning, and "ae" Giselle, with a total of eight members. Aespa develops narratives involving communication and development between human members within the genuine world and AI avatar individuals within the virtual world [10]. They use special terminology such as 'Recall Time' indicating the time when aespa and their avatar can be together, 'My' referring to the call between aespa and their avatar, 'Sing for Connecting' referring to the intermediary connecting the two, and 'Flat' to reflect a virtual world where there are aespa avatars. With this innovative concept, aespa is developing a new identity as an idol group that combines elements of the *metaverse* with *storytelling* and virtual avatars, thereby transcending the boundaries between the genuine world and the virtual world. [11].

Aespa's success in attracting the attention of the media and *online community* indicates that their new concept is very attractive to the audience [10]. Thanks to this combination, aespa's market is expanding because it can attract K-Pop fans who also like technology. This concept has not been initiated by anyone in the last few decades, so it can be considered a significant advance for the digital era and music lovers. They combine VR (*Virtual Reality*) and real people in a work of art. On a dazzling stage, virtual avatars and singers dance together. Through social networking services (SNS), virtual avatars powered by artificial intelligence can interact with fans [12].

In the videos for the albums " *Black Mamba* " and " *Next Level* ", aespa members appear with their avatars [12]. Then, in the album " *Savage*," they came face to face with the villain " *Black Mamba* " with the help of " *Naevis*," continuing their fantasy story [13]. However, its uniqueness doesn't just stop there. Aespa also takes advantage of technology by holding virtual concerts. aespa's first concert, " *SYNK: HYPER LINE* ", was held on February 25-26 2023 at Jamsil Arena, Seoul, South Korea, while the second day was broadcast virtually via *Beyond LIVE*. *Beyond LIVE* is an online concert *streaming platform* developed by SM Entertainment and Naver. This *platform* allows fans from all over the world to enjoy live concerts. Key features of *Beyond LIVE* includes *real-time concerts*, *multi-angle*, *real-time messaging*, and *re-streaming* [14].

The unique experience of a virtual concert will strengthen emotional ties with fans so that it will encourage high purchasing interest in their products. Purchasing intention or buying interest according to Sciffman and Sanuk is the result of psychological activities that occur as a result of individual thoughts and feelings regarding the expected products and services [15]. Purchase intentions can change with changes in price or product evaluation. Internal or external forces from consumers also influence the purchasing process. Thus, purchase intentions are susceptible to fluctuations in factors such as price, product quality, and internal and external stimuli [16]. Therefore, fans' purchasing intentions can be influenced by various psychological and external factors that make them interested in buying aespa virtual concert tickets.

Companies today are interested in improving their capabilities by focusing on customer purchase intentions to accept and use modern marketing methods. This encourages these companies to combine and implement digital marketing strategies and pay attention to the utilize of online stages such as social media [17]. In general, computerized promoting could be a showcasing technique that employments the web, and its existence is increasingly necessary [18]. The use of effective digital marketing strategies can be utilized to reach targeted market segments, thus having the potential to increase sales volume and company profits [19]. Within the midst of seriously competition within the K-Pop world, SM Entertainment uses direct-to-consumer (B2C) marketing strategies through social media *platforms* such as Instagram, Twitter, YouTube and TikTok. Through this *platform*, the company gives fans quick and easy access to their latest content, including photos and artist albums. which can be accessed at any time and in any place. SM Entertainment is also optimizing social media to expand their artists' exposure. By interacting directly through commentary, live broadcasts and exclusive content, the company has built a strong and ongoing interactive relationship with fans [8].

Popularity reached its peak in the ' *July Girl Group Brand Reputation Rankings* ', as revealed by *The Korea Business Research Institute* in the period 11 June-11 July 2021 with a *brand reputation index* of 3,553,551, marking a striking increase of 655.91% compared to the previous month. Apart from that, aespa also received positive reviews from well-known media such as *Rolling Stone* and *Billboard* [20]. The presence of aespa at the top of the ranking builds consumer confidence in their brand, encouraging purchasing interest

because consumers tend to choose brands with a good image and are recognized by many parties. Positive reviews from leading media also increase consumer confidence in the quality and value of aespa products. Raymond Williams' view, which states that brand popularity involves elements such as people's liking, affordable prices, user satisfaction, as well as cultural products that are deliberately produced to fulfill consumer desires, explains why less experienced consumers often use an artist's popularity as a guide in their purchases. Therefore, an artist's popularity plays an awfully pivotal part in forming shopper buying intrigued [21].

Previous research on *Artificial Intelligence* (AI) on buy eagerly states that AI features a positive and critical impact on buy eagerly [22], in accordance with other previous research which proves that AI has an influence on purchase intentions [16]. However, this is contrary to other previous research which states that there is no significant influence of *Artificial Intelligence* (AI) on purchase intentions among active *marketplace users* in Indonesia [23]. Based on the two research results above, there is a research gap between *Artificial Intelligence* (AI) and purchase intentions.

Previous research on Digital Marketing on Purchase Intentions explained that Digital Marketing had a positive impact on purchase intentions [24], however other previous research stated that Advanced Promoting did not have a positive and noteworthy impact on buy eagerly [22]. Based on these two research results, it indicates that there is a gap between *Digital Marketing* and Purchase Intentions.

Research on popularity on purchase intention proves that notoriety features a positive and noteworthy impact on buy deliberate [25]. However, this is different from other previous research which states that popularity does not influence purchase intentions positively or significantly [26]. Thus, there is a gap between the two research results. In addition, there has been no in-depth research that focuses on the entertainment industry regarding the relationship between manufactured insights, computerized showcasing and its notoriety on buy eagerly. Therefore, it is important to test the relationship between manufactured insights, computerized showcasing and its notoriety on buy eagerly.

Problem Formulation : The Influence of *Artificial Intelligence* (AI), Digital Marketing and Popularity on Intention to Purchase Virtual Concerts in Korean Girl Band Aespa

Research question :

- Does *Artificial Intelligence* (AI) have an effect on purchase intention.
- What is Digital Marketing influence on purchase intention.
- Does popularity have an effect on purchase intention?

SDGs : Based on the research above, the problem formulation in this research focuses on *Sustainable Development Goals*, pillars of economic development which include *point 9*, namely industry and innovation as well as infrastructure.

A. *Artificial Intelligence* (AI)

Artificial intelligence (AI) portrays machines that uncover angles of human insights and proceed to be executed in administrations as well as getting to be a reference for advancement nowadays [27]. Meanwhile, HA Simon defines artificial intelligence or AI

as a discipline that aims to teach computers to perform tasks with performance that exceeds human capabilities [28]. Artificial intelligence (AI) is important in computer science and management. Artificial Intelligence (AI) continues to be used in services as well as being a source of the latest innovations [27]. Thus, AI can replace human skills in many areas [29]. In general, the way to measure artificial intelligence (AI) is by using 4 indicators, namely:

1. *Mechanical Intelligence*

Mechanical Intelligence is the most basic level of intelligence in AI. AI with mechanical intelligence can execute routine and mechanical tasks such as performing calculations, sorting data, or searching for information in a *database* [27].

2. *Intuitive Intelligence*

Intuitive Intelligence is a level of intelligence where AI has the capacity to get it and decipher designs that are hazy or troublesome for people to get it. In other words, natural insights is the capacity to think imaginatively and adjust viably to modern circumstances [27].

3. *Analytical Intelligence*

Analytical Intelligence is a higher level of intelligence compared to mechanical intelligence. AI at this level is able to analyze data and information, make predictions based on that analysis, and make choices based on the comes about of the investigation. For example, AI can be used to analyze sales trends and make predictions about future sales [27].

4. *Empathetic Intelligence*

AI with empathetic intelligence is able to understand and respond to human emotions, thereby enabling interactions with humans in a more natural and humane way. For example, AI can be used in customer service to understand and respond to customer emotions [27].

B. *Digital Marketing*

Digital marketing refers to the use of the internet as a medium to establish ongoing communicative interactions between sellers and buyers [19]. In this era, personal relationships with consumers are carried out virtually, enabling the exchange of valuable information and suggestions for products and companies. This approach empowers sellers to create quality products, provide excellent service, and provide a satisfying experience for consumers [30]. Digital marketing is important to implement because it makes it easier to communicate with customers, track customer behavior, expand market share, minimize costs and provide added value for companies because companies will be seen as increasingly competitive in responding to this digital era [18].

The following are several factors that influence *digital marketing*, namely:

1. *Website*

A website is an internet facility that displays digital information such as text, images, video, animation and sound in the form of web pages. Websites, as part of the internet, can be accessed quickly and easily. Websites are often used for business

purposes, especially in digital marketing, to make it easier for consumers to access the information presented [19].

2. Marketing via social media or *Social Media Marketing*

According to Gunelius, marketing via social media is a form of marketing, either directly or indirectly, with the aim of increasing awareness, introducing the brand, increasing resales, and dealing with problems related to the brand, business or product. This marketing is carried out through social networking *platforms* and helps businesses find consumers and build personal relationships with them [19].

3. Marketing via *e-mail* (EMM)

Marketing via *e-mail* is a digital marketing strategy that uses *e-mail* as a medium to campaign for products or services with the aim of reaching potential consumers and customers who have purchased products from a company. This method is intended to build relationships with consumers, provide information about current offers, and introduce promoted products or services [19].

4. Marketing via search engines or *Search Engine Marketing* (SEM)

Search Engine Marketing (SEM) may be a advanced showcasing methodology that utilizes paid publicizing on look motors to extend visits to websites. The use of *Search Engine Marketing* aims to support business growth in the digital era [19].

C. Popularity

Popularity comes from the word "popular" which can be interpreted as famous [31]. Brand popularity according to Raymond Williams includes being liked by the public, low-effort type, providing happiness, and cultural results that please the audience [21]. Hoyer and Brown say that popularity is also a purchasing strategy for inexperienced consumers [21]. Popularity is not only about the technology being easily accessible, but also how well known a product is to the public [26]. Popularity can be influenced by three main factors, namely physical attractiveness, special skills, and personal characteristics [31].

1. Physical attractiveness

These are factors that apply to things, individuals, and even programming languages. Because their appearance can attract attention, physically attractive people may be more popular [32].

2. Special skills

Apart from a person's physical attractiveness, a person's popularity also depends on their abilities or talents. This ability is a skill that can improve a person and provide added value to society [32].

3. The individual's personal characteristics

A person's characteristics greatly influence his or her popularity. How a person views his environment, a social spirit to help others, and politeness and friendliness are characteristics that make him attractive and a role model for others [32].

D. Purchase Intention

Purchase intention, being one of the central elements in consumer behavior, describes a person's tendency to act before finally making a final purchasing decision

[33]. This urge arises from interest and desire to have certain products or services with a specific brand, which is often triggered by advertising both on *online* and *offline platforms*. [33]. According to Kotler's definition, purchase intention is a manifestation of an individual's desire or recommendation from other people to make a purchase of a product or service with a particular brand [34]. An understanding of this concept includes a buyer's interest in the product or service offered, an aspect that is emphasized [35]. Purchase interest cannot be separated from the complexity of consumer behavior, perceptions and attitudes. This process develops through stages of learning and reflection that form a specific view of the product or service [36]. Buy deliberate can be recognized through the taking after markers [37]:

1. Transactional interest

Transactional interest is an individual's drive to obtain a product. This interest describes a person's desire to immediately get the product [33].

2. Referential interest

Referential interest is an individual's desire to share or provide positive reviews about products to other people. This interest reflects a person's penchant for referring products to other people [33].

3. Preferential interest

Preferential interest is an interest that shows individual behavior that really prioritizes a product. This interest describes individual behavior that makes the product a priority that is difficult to replace [33].

4. Exploratory interest

Exploratory interest is an interest that reflects the behavior of people who are continuously seeking out for data approximately items and looking for positive reviews that support the product. This interest can be interpreted as the interest of individuals who are always looking for information and positive reviews that support the product [33].

Based on the theoretical study explained above, the research model that can be formulated in this research is as follows:

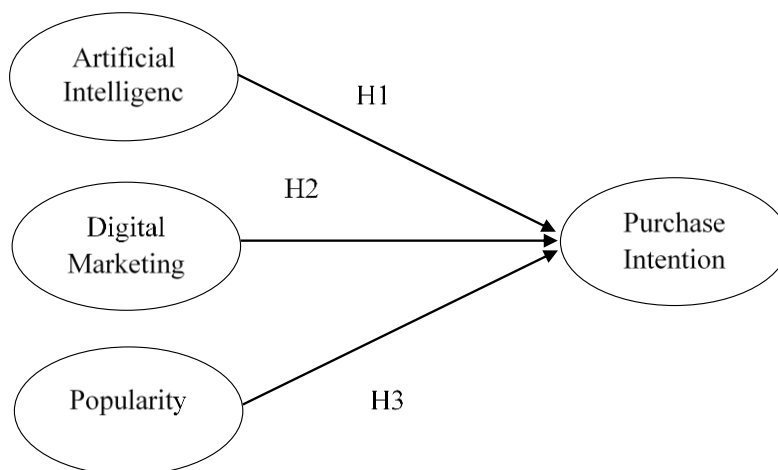


Figure 1. Conceptual framework.

By referring to the conceptual framework and literature review that has been described, the research hypothesis can be formulated as follows:

H1 : *Artificial Intelligence incorporates a positive and critical impact on buy deliberate*

H2 : Digital Marketing incorporates a positive and critical impact on buy deliberate

H3 : Popularity incorporates a positive and critical impact on buy deliberate.

RESEARCH METHOD

A. Research methods

This inquire about executes a quantitative approach with the investigate protest being a virtual concert held by the Korean girl band "aespa". Meanwhile, the two variables analyzed in this research include the independent variable and the dependent variable. The independent variables in this research include Artificial Intelligence, Digital Marketing, and Popularity, on the other hand the dependent variable is Purchase Intention.

B. Population and Sample

The population is the group that is the focus of research. Researchers will investigate the influence and consequences of the selected variables on the population [21]. The population in this study are AESPA fans in Indonesia. The sample determination process was carried out using a *non-probability sampling method* using a *purposive random sampling technique*. This technique is known as a sampling method by considering certain provisions or requirements. The sample criteria used in this research were Aespa fans in Indonesia aged 15 to 35 years. Due to the large, unknown and unlimited population, the test measure in this consider was decided utilizing the Lemeshow equation [38], as underneath:

Information:

n = number of samples

z = standard value in the distribution, namely 1.96

p = maximum estimate, namely 50% or 0.5

d = *sampling error* of 10% or 0.1

Based on this formula, then:

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2} = 96,04$$

Thus, the minimum number required in this research was 96 respondents which was then rounded up to 100 respondents.

C. Data Collection Method

Data source

The data sources in this research are secondary data found in documents, book reports, historical records, and other sources relevant to the study. And primary data, where data is collected directly in the field by researchers by distributing questionnaires.

Questionnaire

The questionnaire distributed to Aespa fans consisted of 15 statements related to relevant variables, designed in simple and easy to understand language. The

measurement scale used is a Likert scale which includes 5 answer choices as in the table below:

Table 1. Likert scale.

No.	Symbol	Information	Value scale
1.	SS	Strongly agree	(5 points)
2.	S	Agree	(4 points)
3.	N	Neutral	(3 points)
4.	T.S	Don't agree	(2 points)
5.	STS	Strongly Disagree	(1 point)

D. Data analysis technique

The information examination method in this investigate employments a different direct relapse test to decide the impact of fake insights, advanced promoting and notoriety on buy eagerly using SPSS 25 as a data processing medium. The instrumental test in this research implements a validity test which aims to assess the degree to which the instrument can degree what is wanted and a reliability test which reflects the level of accuracy or preciseness of the measurement. The higher the unwavering quality coefficient, the more prominent the exactness of the investigate. A variable is considered dependable when the Cronbach's alpha esteem is more than 0.60. Separated from that, this investigate moreover employments the classical presumption test and the T test.

RESULTS AND DISCUSSION

Results

Validity test

Legitimacy is the level of precision between the information recorded within the inquire about and the information that can be submitted by the analyst. To discover out whether the information utilized is accurate or valid by comparing the $r_{\text{calculated}}$ with the r_{table} with an error rate (significant) of 5% [39].

Table 2. Validity test results.

Variable	Items	R_{count}	R_{table}	Interpretation
Artificial Intelligence	X1.1	0.879	0.1966	Valid
	X1.2	0.732	0.1966	Valid
	X1.3	0.868	0.1966	Valid
	X1.4	0.881	0.1966	Valid
Digital Marketing	X2.1	0.845	0.1966	Valid
	X2.2	0.843	0.1966	Valid
	X2.3	0.836	0.1966	Valid
	X2.4	0.802	0.1966	Valid
Popularity	X3.1	0.862	0.1966	Valid
	X3.2	0.891	0.1966	Valid

	X3.3	0.830	0.1966	Valid
Purchase Intention	Y1.1	0.872	0.1966	Valid
	Y1.2	0.873	0.1966	Valid
	Y1.3	0.780	0.1966	Valid
	Y1.4	0.834	0.1966	Valid

Source: SPSS 25 data processing, 2024

The validity test results in Table 2 above show that the overall calculated r value is greater than the r_{table} (0.196). So it can be concluded that all statement items have been proven valid.

Reliability Test

Reliability tests are carried out to test whether respondents' answers are consistent or stable. A variable is called reliable if it has a Cronbach's Alpha value > 0.60 [40].

Table 3. Reliability test results.

Variable	Cronbach's Alpha	Interpretation
Artificial Intelligence	0.863	Reliable
Digital Marketing	0.849	Reliable
Popularity	0.824	Reliable
Purchase Intention	0.861	Reliable

Source: SPSS 25 data processing, 2024

Based on Table 3, the results of the reliability test show that the Cronbach's Alpha values for all research variables indicate > 0.60 . Therefore, the respondents' responses to these variables are reliable, so that all question items are reliable and suitable for use in subsequent research.

Classic assumption test

Normality test

The normality test aims to test whether the data presented for further analysis is normally distributed or not. In order to understand whether the data is normally distributed or close to normal, the Kolmogorv-Smirnov statistical test can be carried out with the criterion that if *asympp sig (2-tailed)* > 0.05 then the data is normally distributed. On the other hand, if *asympp sig (2-tailed)* < 0.05 then the data is not normally distributed [40]. The normality test used in this research is the Kolmogorv-Smirnov Monte Carlo Sig test (2-tailed). The results of the normality test in this study are shown in the table below as follows:

Table 4. Normality test results.

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residuals
N			100
Normal Parameters	Mean		,0000000
	Std. Deviation		1.74670459
Most Extreme Differences	Absolute		,121
	Positive		,069
	Negative		-,121
Statistical Tests			,121
Asymp. Sig. (2-tailed)			,001
Monte Carlo Sig. (2-tailed)	Sig.		,140
	99% Confidence Interval	Lower Bound	,051
		Upper Bound	,229

Source: SPSS 25 data processing, 2024

Based on Table 4, we can see that the Kolmogorov-Smirnov significance value using the Monte Carlo approach is above the 0.05 confidence level with a value of 0.140, thus proving that the data is normally distributed.

Multicollinearity Test

The multicollinearity test is carried out to check the existence of correlation between independent variables in a regression model. This test can only be carried out when the regression model has two or more independent variables. A good regression model should not experience multicollinearity problems. The approach to testing multicollinearity is to evaluate the *tolerance value* and *Variance Inflation Factor (VIF)* with guidance in decision making if the VIF value is > 10 or the *tolerance value* is < 0.10 then multicollinearity occurs but if the VIF value is < 10 or the *tolerance value* is > 0.10 then multicollinearity does not occur [40].

Table 5. Multicollinearity test results.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Artificial Intelligence	,689	1,451
	Digital Marketing	,807	1,240
	Popularity	,797	1,255

a. Dependent Variable: Purchase Intention

Source: SPSS 25 data processing, 2024

From table 5 above, it can be seen that all free factors have a resistance esteem > 0.10 and a VIF esteem < 10 , subsequently it can be concluded that all free factors don't encounter multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is carried out with the aim of testing whether the regression model experiences unequal *variance* from the residuals of one observation to another. find whether or not the residual variance is the same from one observation to another [40]. Heteroscedasticity testing using Scatterplot has the provision that if the data points are spread above and below or around zero, the distribution of the points is even and the distribution of the data points does not form a pattern and is not patterned, then there are no symptoms of heteroscedasticity. Apart from that, in the heteroscedasticity test using Spearman Rho, the significance value between the residual variations from one observation to another is <0.05 , indicating the presence of heteroscedasticity. On the other hand, if the significance value between residual variations from one observation to another is > 0.05 , then there are no symptoms of heteroscedasticity [41].

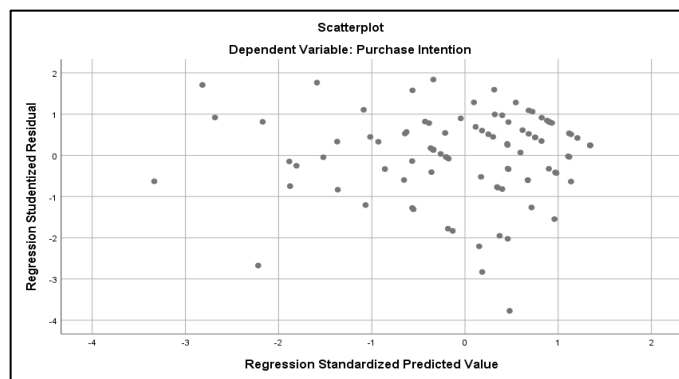


Figure 2. Heteroscedasticity test results with scatterplot.

Source: SPSS 25 data processing, 2024

From the graphic image above, you can see that the points are distributed randomly, do not form a particular pattern, and are distributed either above or below the number 0 (zero) on the Y axis. Thus, this indicates that the data in this research does not experience heteroscedasticity.

Table 6. Tables of heteroscedasticity test results.

Correlations

		Unstandardized Residuals
Spearman's rho Artificial Intelligence	Correlation	,045
	Coefficient	
	Sig. (2-tailed)	,654
	N	100
Digital Marketing	Correlation	-,004
	Coefficient	
	Sig. (2-tailed)	,967
	N	100

Popularity	Correlation Coefficient	,022
	Sig. (2-tailed)	,826
	N	100
Unstandardized Residuals	Correlation Coefficient	1,000
	Sig. (2-tailed)	.
	N	100

Source: SPSS 25 data processing, 2024

Based on the table above, it can be seen that the sig value for all variables is > 0.05 . Thus, it can be concluded that heteroscedasticity does not occur in this research model.
Test (R^2)

Table 7. Coefficient of determination test results (R^2).

Model Summary^b

Model	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,792 ^a	,628	1.77379	2,104

a. Predictors: (Constant), Popularity, Digital Marketing, Artificial Intelligence

b. Dependent Variable: Purchase Intention

Based on the table above, the *R Square value* or coefficient of determination is 0.628. R Square has a value in the range between 0 and 1. The higher the R^2 value the better the explanation of the regression line formed. On the other hand, a low R^2 value demonstrates the restricted capacity of the free variable to clarify varieties in the dependent variable. A value close to one means that the independent variable provides almost all the information needed to predict variations in the dependent variable. *Adjusted Figures R Square* is 0.616 meaning that 61.6 % of the dependent variable Purchase Intention is explained by the independent variable consisting of *Artificial Intelligence, Digital Marketing, Popularity* and the remaining 38.4% is explained by other variables outside the variables used.

Partial T Test

Table 8. T Test results.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1(Constant)	,502	1,311		,383	,703
Artificial Intelligence	,178	,069	,195	2,601	,011
Digital Marketing	,155	,063	,171	2,465	,015
Popularity	,827	,095	,610	8,747	,000

a. Dependent Variable: Purchase Intention

Source: SPSS 25 data processing, 2024

The Influence of Artificial Intelligence on Purchase Intention

Based on the table above, the Sig value results are obtained. < 0.05 ($0.011 < 0.05$) and the calculated t value $> t$ table ($2.601 > 1.984$) thus shows that H_1 is accepted and H_{01} is rejected, which means that *artificial intelligence* has a positive and significant influence on purchase intentions.

The Influence of Digital Marketing on Purchase Intention

Based on the table above, the Sig value results are obtained. > 0.05 ($0.015 > 0.05$) and the calculated t value $< t$ table ($2.465 > 1.984$) thus shows that H_2 is accepted and H_{02} is rejected, which means that digital marketing has a positive and significant influence on purchase intentions.

The Effect of Popularity on Purchase Intention

Based on the table above, the Sig value results are obtained. < 0.05 ($0.00 < 0.05$) and the calculated t value $< t$ table ($8.747 > 1.984$) thus shows that H_3 is accepted and H_{03} is rejected, which means that popularity has a positive and significant influence on purchase intentions.

Discussion

The Influence of Artificial Intelligence on Purchase Intention

The results of the hypothesis test H_1 show that *the Artificial Intelligence of Korean girl group aespa* has a positive impact on interest in purchasing virtual concerts. The intelligence or *intelligence capabilities* of aespa members' *avatar experience* (ae) encourage increased purchasing interest and user participation in virtual concerts. Thus, the integration of artificial intelligence in aespa can enrich the user experience and stimulate purchasing interest in virtual concerts. This is in line with other research which states that *Artificial Intelligence* influences purchase intentions [16] [22].

The Influence of Digital Marketing on Purchase Intention

The results of the hypothesis test H_2 show that digital marketing has a positive and significant influence on purchase intention. Digital marketing can be used as a tool to increase consumer interest in purchasing a product [42]. The development of digital marketing has changed the way brands and companies utilize technology and digital media for their marketing activities. Digital marketing campaigns are becoming more common and effective as digital *platforms* are increasingly integrated into marketing plans and everyday life, and people increasingly rely on digital devices such as mobile phones, laptops, TV and social media [43]. That is why, the role of digital marketing is considered crucial in marketing strategy. Thus, the more digital media is used by customers, the better the company will reach its target market. This is in line with other research which proves that there is a positive and significant relationship between digital marketing and purchase intention [16] [41].

The Effect of Popularity on Purchase Intention

The results of the hypothesis test H_3 show that popularity has a positive and significant influence on purchase intention. This can be explained by the fact that as a popular idol group, AESPA has a fan base that is fanatical and dedicated. K-Pop fans

usually have a strong emotional connection with their idols, and AESPA is no different. This relationship can influence the purchasing interest of consumers who are fans of the group towards purchasing intentions for virtual concerts. This is in line with research on popularity on purchase intentions which states that it has a positive and partially significant effect [25]. This inquires about executing a quantitative approach with the investigate protest being a virtual concert held by the Korean girl band "aespa". Meanwhile, the two variables analyzed in this research include the independent variable and the dependent variable. The independent variables in this research include Artificial Intelligence, Digital Marketing, and Popularity, on the other hand the dependent variable is Purchase Intention.

CONCLUSION

Fundamental Finding: The study found that artificial intelligence, digital marketing, and popularity have a positive and significant influence on purchase intentions for Aespa's virtual concert. Among these, analytical intelligence in AI scored the highest, showing that elements like the storyline in the song "Savage" effectively attract fans' buying interest. Although email marketing showed a relatively low indicator, it remained significant, suggesting that personalized and exclusive email content could further enhance purchasing intentions. The high enthusiasm of fans also proved that popularity strongly contributes to purchase intentions in virtual concert settings. **Implication:** These findings highlight the importance of integrating AI-driven analytical intelligence and personalized digital marketing strategies to increase fan engagement and purchase intentions. They also provide insights for marketers to focus on emotional connection and interactive experiences in virtual concert promotions. **Limitation:** The study mainly focused on Aespa's virtual concert, which limits the generalizability of the findings to other artists, genres, or cultural contexts. The reliance on specific AI and digital marketing indicators may not fully capture the diversity of fan motivations. **Future Research:** Future studies should explore the role of empathetic intelligence in AI to strengthen emotional bonds between fans and virtual events. Deeper investigations into fans' preferences for email marketing and analyses of content popularity factors, such as show type and guest appearances, are also recommended to design more effective marketing strategies for online concerts.

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