

Determinants of Consumption Behaviour Intention Among Chinese K-Drama Fans: An Integration of the Theory of Planned Behaviour and Cultural Dimensions

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Abstract

This study draws on the Theory of Planned Behaviour and Hofstede's Cultural Dimensions Theory, which examine the factors influencing the consumption behaviour intention of Chinese K-drama fans. It focuses on psychological and cultural factors in decision-making, including behavioural attitude, subjective norm, perceived behavioural control, and cultural dimensions like collectivism, femininity, and uncertainty avoidance. The researcher designed and implemented a quantitative research approach. The data were gathered via a questionnaire utilising snowball sampling. The demographic segment chosen for the study was K-drama fans aged between 18 and 39 in North China. The research model included six independent variables, with “consumption behaviour intention” as the dependent variable. Structural Equation Modelling (SEM) was used to test the hypotheses and analyse the paths. The results show that behavioural attitude, subjective norm, and perceived behavioural control all have a significant positive effect on consumption behaviour intention. Cultural dimensions such as collectivism, femininity, and uncertainty avoidance also have a positive influence. This study combines the Theory of Planned Behaviour and Cultural Dimensions Theory to examine the consumption behaviour intention of Chinese K-drama fans. It contributes to fan studies and cross-cultural consumer research, offering practical ideas for promoting and marketing cultural products.

Keywords: K-drama fans, consumption behaviour intention, theory of Planned Behaviour, cultural dimensions, cross-cultural research

1. Introduction

With the widespread of Hallyu (the Korean Wave) around the world, Korean dramas (K-dramas) have gained a large number of fans among young people in China (Kim & Kim, 2021). K-dramas are not only popular as cultural products, but also bring strong star effects and related consumer behaviours (Liu, 2025). Chinese K-drama fans often take part in many types of consumption besides watching the shows. They may buy products related to the drama or the actors, join fan support events, or attend online and offline activities. These behaviours show the market power of cultural products and also reflect the fans' attitudes, values, and behaviours in a cross-cultural setting. So, studying the consumption behaviour intention of Chinese K-drama fans has both theoretical and practical value.

Most current studies on fan consumption focus on emotional involvement, identity, or media use (Johnson et al., 2020; Yim et al., 2021). Few of them look at how fans form their behaviour intention using a full behaviour theory framework. The Theory of Planned Behaviour (TPB) is an important theory to explain individual behaviour intention. It has been tested in many fields, but it is still not often used to study K-drama fans, who are a special group in cultural consumption. Also, the main parts of TPB—behavioural attitude, subjective norm, and perceived behavioural control—can explain behaviour intention, but their power to explain may change under different cultural settings. Some cross-cultural studies have already shown this effect. So, using only one theory may not be enough to explain complex social and cultural behaviours.

At the same time, the Cultural Dimensions Theory helps us understand differences in behaviour between people from

different cultures. For example, people from different cultures show clear differences in how they deal with information, how they see their place in society, and how they feel about risk. This is especially true with values like collectivism vs. individualism, masculinity vs. femininity, and uncertainty avoidance (Fung et al., 2019; Yu et al., 2025). Although this theory is often used in areas like business and advertising, it is still not often used in fan studies or research on how people consume cultural products. To be specific, the study of Chinese fans who are influenced by the Korean Wave and construct their behaviour intention through this phenomenon is almost inconsequential.

Thus, there is a gap in the complete research, which integrates TPB and Cultural Dimensions Theory, in examining the intention of consuming K-dramas among Chinese fans. This will assist in adding the TPB model, which will be refined for cross-cultural contexts and will make it possible to collect real data to know the psychology and behaviours of fans in the context of the current fan industry. This research not only broadens the basis of understanding of the K-drama fans' communities but can also be adapted to help other industries' marketing strategies that are associated with K-dramas.

This study of K-dramas targets the Chinese audience. Theory of Planned Behaviour and Cultural Dimensions Theory are used to develop a complete model. This model integrates aspects such as behavioural attitude, subjective norm, perceived behavioural control, collectivism versus individualism, masculinity versus femininity, and uncertainty avoidance, all of which play a role in consumption intention. The investigation employs a survey and quantitative analysis to tackle the research hypotheses. Furthermore, it adds a novel perspective and identifies some helpful directions for future research on fan behaviour in cross-cultural settings.

2. Theoretical Foundation

2.1 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) was proposed by Ajzen (1991). It is an important theory in social psychology used to explain and predict human behaviour with intention. This theory is based on the Theory of Reasoned Action (TRA), but it adds one more key factor—Perceived Behavioural Control. This makes TPB better at explaining behaviours that are not fully under a person's control.

TPB postulates that the ultimate driver of real behaviour is one's intentions towards it (Ajzen, 1991). This intention is shaped by three main factors: behavioural attitude, subjective norm, and perceived behavioural control.

Behavioural attitude means the person's perspective on how gratifying or irritating the acting out of the behaviour will be (Ajzen, 1991). The more positive an attitude a person has toward something, the higher the likelihood that they will intend to do it.

Subjective norm indicates the type of force imposed upon an individual by his or her close people, like family, friends, or memberships in certain social groups, etc (Ajzen, 1991). It reflects the extent to which social norms defined by the group and others' opinions are seen as relevant in a person's choice-making process.

Perceived behavioural control relates to the belief that the individual can perform the particular intended behaviour (Ajzen, 1991). It comprises how difficult or easy the action is, and whether or not they have the necessary resources. Such an element would not only affect the intention but sometimes also the action itself.

Due to its clear conceptualisation and high predictive value, TPB is widely applied. It has been utilised in adventures such as consumer behaviour, health care, the environment, and education. In recent times, scholars have applied TPB to also examine fan behaviour and cultural consumption. For instance, research has demonstrated that the behaviour of the fans' positive feelings toward their idols, the pressure from the fan clubs, and their empowering belief that they can act can also persuade them to buy (Harb et al., 2019; Magrizos et al., 2021; Rafdinal et al., 2024; Wibisono et al., 2022).

Even though TPB is useful in many fields, it has limits. TPB is based on rational thinking, but fan behaviour is often influenced by strong emotions and cultural factors. This makes it harder for TPB alone to fully explain why fans want to consume certain things. In cross-cultural studies, people's behaviour and attitudes are often shaped by deep cultural values. So, TPB needs to be combined with cultural theories. Adding cultural dimensions as extra factors can help improve the model and make it more useful for studying fan behaviour across cultures.

2.2 Cultural Dimensions Theory

Cultural Dimensions Theory was developed by Dutch scholar Geert Hofstede (1993) in the early 1980s. It is one of the most well-known theories in cross-cultural management and cultural comparison studies. Based on a large survey of IBM employees around the world, Hofstede (2010) suggested six key dimensions to explain the differences between cultures: Collectivism vs. Individualism, Masculinity vs. Femininity, Uncertainty Avoidance, Power Distance, Long-term vs. Short-term Orientation, and Indulgence vs. Restraint. These dimensions show how people from different cultures differ in values, behaviours, and social rules. They are very useful for understanding how people behave.

This study focuses on three cultural dimensions that are closely related to consumer behaviour: Collectivism vs.

Individualism, Masculinity vs. Femininity, and Uncertainty Avoidance.

First, Collectivism vs. Individualism shows how people see their place in society (Hofstede et al., 2010). In collectivist cultures, people care more about group belonging, social responsibility, and relationships (Park & Lee, 2025). Their behaviour is often influenced by group values and social expectations (Heu et al., 2019). In individualist cultures, people focus more on personal goals, independence, and self-expression. In fan studies, collectivist people are more likely to be influenced by their peers or fan groups, leading to stronger consumption intention and support behaviour (Wang, 2012).

Second, Masculinity vs. Femininity shows what a culture values more—success or care (Hofstede et al., 2010). Masculine cultures focus on competition, achievement, and wealth. People in these cultures may buy things to show status or success. Feminine cultures value care, relationships, and quality of life. In these cultures, people may buy things to show emotional support or feel a sense of belonging (De Mooij & Hofstede, 2011). Among K-drama fans, this dimension may affect how they support idols and what they choose to buy (Cheah et al., 2019).

Third, Uncertainty Avoidance means how people feel about unknown or unclear situations (Hofstede et al., 2010). In high uncertainty avoidance cultures, people prefer clear rules and a sense of safety. They like familiar things and predictable actions. In low uncertainty avoidance cultures, people are more open to new ideas and risk. In fan behaviour, people with high uncertainty avoidance may prefer to join well-organised support events or buy official products to reduce their worry about uncertainty (Wang, 2012; Zimu, 2023).

Although the Cultural Dimensions Theory was first used in studies on organisation and management, more and more researchers now apply it to consumer behaviour and fan culture (Fedotova et al., 2024; Su et al., 2024; Wang, 2012; Yoshida et al., 2023). However, there are still not many studies that combine this theory with the Theory of Planned Behaviour (TPB), especially in the field of fan consumption. There is also a lack of research that tests a model combining both theories. So, it is important to include cultural dimensions in the TPB model to help explain how cultural values shape behaviour.

In short, this study adds Cultural Dimensions Theory to TPB. The aim is to build a combined model to show how cultural and psychological factors together influence the consumption behaviour intention of Chinese K-drama fans. This mix of two theories and cross-cultural thinking can make the model more useful in different contexts. It also helps us better understand the diversity of fan behaviour around the world.

2.3 Review of Previous Studies and Hypothesis Development

In the Theory of Planned Behaviour (TPB), behavioural attitude is one of the key factors that predicts a person's intention to do something. It means how a person feels about a certain action — whether they think it is good, useful, or bad and not worth doing (Ajzen, 1985). Many studies show that behavioural attitude has a strong positive effect on what people plan to do, especially in consumer behaviour and fan culture research.

When someone has a positive attitude toward a type of consumption — for example, they feel it brings happiness, social approval, or personal meaning — they are more likely to want to do it (Ajzen, 1985). For instance, Romo (2024) found that the more K-pop fans supported their idols, the more they wanted to buy fan items or attend concerts. Similarly, Liang et al. showed that attitude was a strong reason why young Chinese fans wanted to buy idol-related products (Cheah et al., 2019).

So, this study proposes the following hypothesis:

H1: Behavioural attitude has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

In the Theory of Planned Behaviour (TPB), subjective norm means a person's belief about what important people or groups think they should do (Ajzen, 1985). It shows the power of social influence. People do not always make decisions alone. They are often affected by what family, friends, or social groups expect from them (Ajzen, 1985). For fans who are part of close and active groups, this kind of social pressure is even stronger (Mastromartino et al., 2022).

For Chinese K-drama fans, this influence is clear. Fans often follow what others in their group are doing, especially through social media or fan clubs. They may ask: Should I buy official goods? Should I pay to watch a show? Should I join a fan support activity? When they feel that people around them, or most fans, support a behaviour, they are more likely to want to do it too (Lu et al., 2019).

Past studies show that in collectivist cultures, subjective norm has a strong effect on what people plan to do (Shneor et al., 2021; Zhao et al., 2021). So, this study gives the next hypothesis:

H2: Subjective norm has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

Perceived behavioural control is the third main factor in the Theory of Planned Behaviour. It means a person's belief about how easy or hard it is to do a certain behaviour (Ajzen, 1985). This belief is based on how much control they think they have — such as time, money, skills, or outside help. Unlike attitude and subjective norm, perceived control can also directly affect real behaviour, not just intention. This makes it very important in behaviours that need effort or resources, like spending money.

For Chinese K-drama fans, this control can depend on money, time, or freedom. For example, student fans may want to spend but feel they don't have enough money. Even if they have a good attitude and support from their group, they may not act. But fans with their income and freedom may feel they have more control, so they are more likely to buy or join fan activities (Lemos & de Lima Pinheiro, 2024). Studies have found that perceived control is a strong predictor of many fan behaviours, like buying goods or going to concerts (Harb et al., 2019; Jeong et al., 2021).

So, this study gives the next hypothesis:

H3: Perceived behavioural control has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

Collectivism represents the central concept within Hofstede's cultural dimension theory, and it is about what people are like regarding group belonging. It represents the individual as having a "we" attitude rather than an "I" attitude (Hofstede et al., 2010). They put the group goals higher than the personal goals into consideration (Hofstede et al., 2010). They care about close relationships, social obligations, and collective identity. Within collectivism, for instance, if culture holds a dominant position in decision-making processes, it is usually family, friends, or some other social groups who are consulted first when making a crucial decision. Thus, collectivism can be said to be a significant cultural element that shapes collective behaviours within society, including their shopping behaviours.

A good example of where collectivism is actively practised among Chinese K-drama admirers is evident among them. To begin with, fans are not simply consumers of cultural content. Moreover, fans play a lot of significant role in fan clubs. They participate in activities designed to boost support, purchase fan merchandise, and help with the planning and execution of all those activities. These actions are not just for personal reasons but also through group norms and common identity. With the fans that opt for this team mentality and are moved to take collective actions, they are more likely to follow this kind of behaviour and direct their consuming intentions to the same object (Liu, 2025; Sun, 2022). According to some authors (Hewlin, 2009; Hong et al., 2016), collectivism has a positive correlation with the probability of following others and putting emotions into collective actions.

So, this study gives the next hypothesis:

H4: Collectivism has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

Femininity as a cultural value mainly focuses on qualities such as caring, harmony, social equality, and finally, the quality of life. It admires the centrality of close relationships, warmth towards others, and identity of belonging (Hofstede et al., 2010). In a feminine society, people often operate emotionally, experiencing empathy and connection to the social sphere rather than competition or individual success. Masculine cultures that emphasise "achievement" and "winning" usually have a different orientation and do not focus on emotional satisfaction and group activities, as in feminine cultures.

K-dramas best exemplify feminine characteristics like, for example, intricate stories with deep emotions, the orientation of healing relationships, and the ability to experience human touch. These offers' implications are the essential needs of people in feminine cultures. Watching the dramas and being a part of the idol's fandom gives fans not just enjoyment but also a way of providing emotional backing to the idol. In this case, by purchasing items and through other means of participation in fan events, they can express their emotions. An important role of feminine values in fans' media consumption is that they see it as a way to show feelings, self-identification, and give fans' allegiance to their idols (Ju, 2020; Liu, 2025). Empirical studies (Song et al., 2018) that have connected femininity to the tastes of people, which are soft cultural items like dramas and music, find affirmative results.

So, this study suggests the following hypothesis:

H5: Femininity has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

Uncertainty avoidance is a cultural dimension that describes how much discomfort tolerance people have in a culture when faced with uncertainty, ambiguity, or unpredictable situations. In cultures with high uncertainty avoidance, individuals tend to be more comfortable with secure codes of conduct and functional systems. Often they demonstrate veneration for tradition, authority figures, and proven ways of doing things (Hofstede et al., 2010). These individuals tend to seek out, embrace, and commit to the less risky, well-trodden paths of action in their decision-making (Hofstede et al., 2010).

In terms of consumption, fans prefer to support their idols in "official" ways (Wang, 2012). For instance, there are K-drama fans in China who usually participate in official support events, buy related licensed products, and join reputed fan clubs (Ardhiyansyah et al., 2021). These activities provide one with a coping mechanism and help to keep stress at bay. Moreover, fans who follow idols or TV dramas that give off a consistent and clear image are more likely to believe in and support those idols/dramas, especially in cultures with high uncertainty avoidance (Yan & Yang, 2021; Zixuan, 2021). Furthermore, in some studies (Al-Adwan et al., 2022; Guo & Wang, 2024), the relationship between uncertainty avoidance and certain factors such as brand loyalty, trust in information, and the feeling of safe purchasing has been confirmed.

So, this study gives the following hypothesis:

H6: Uncertainty avoidance has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

2.4 Research Framework

This study employs the Theory of Planned Behaviour (TPB) and Hofstede's Cultural Dimensions Theory as a combined theoretical framework for the development of a model to understand the consumption behaviour intentions of the K-drama fans who are Chinese. The structural model also includes three corresponding variables from TPB, that is, Behavioural Attitude, Subjective Norm, and Perceived Behavioural Control, to act as the first set of independent variables. These are utilised to describe the underlying psychological motives that lead an individual to the intent to consume.

While in parallel, the study incorporates three variables from Hofstede's Cultural Dimensions Theory: Collectivism, Femininity, and Uncertainty Avoidance. These aspects highlight how the individual consumer's choice is affected by the socio-cultural framework. This pattern, therefore, forces a connection between both psychosocial and cultural aspects. It helps to better understand how Chinese K-drama fans form their consumption intentions in a cross-cultural setting. The model is shown in Figure 1.

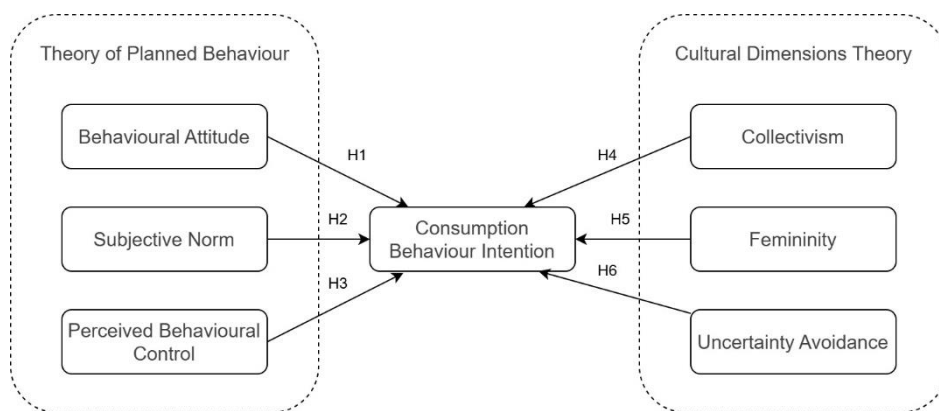


Figure 1. Research hypothesis model

3. Research Methodology

3.1 Research Method

This study uses a quantitative research method. The aim is to explore the factors that affect the consumption behaviour intention of Chinese K-drama fans. The main way to collect data is through a structured questionnaire survey, which helps get standard answers from a large number of people. This method is good for testing theoretical models and research hypotheses. It also helps to find the relationships between different variables through statistical analysis.

3.2 Data Collection

This study uses snowball sampling to collect data. First, the researcher contacted some active Chinese K-drama fans through social media platforms such as Weibo, Douban, and WeChat groups. These people were asked to invite other K-drama fans who also fit the study's conditions to fill in the questionnaire. This method is good when the target group has special interests and is spread out. It helps reach more people and makes data collection more effective.

3.3 Target Population

The target group for this study is K-drama fans aged between 18 and 39 years old (Yang, 2012), living in northern China. This group is seen as the most active and with the most buying power among K-drama fans. They are open to new cultures and often join online activities. The study focuses on northern China to keep the regional culture more consistent, so it is easier to study the effects of behavioural and cultural factors on consumption behaviour intention.

3.4 Sample Size

Sample size is an important part of research. It helps us make conclusions about the whole group from a smaller sample. According to Hinkin (1995), the ratio of items to responses should be between 1:4 and 1:10. This study has 37 items, so the sample size should be between 148 and 370. Based on this, 400 valid questionnaires were used for data analysis.

3.5 Research Instrument

A structured questionnaire was used to collect data. It was shared online. After fans filled in the form, their answers were saved in an online database using the Wenjuanxing platform. The questionnaire has three parts:

Part 1: This part asks about the fan's basic information, such as age, gender, education level, monthly income, job, how many times they have bought K-drama-related products or services, and which type of product or service they prefer.

Part 2: This part looks at how behavioural attitude, subjective norm, and perceived behavioural control affect K-drama consumption behaviour intention.

Part 3: This part uses ideas from Cultural Dimensions Theory to study how collectivism, femininity, and uncertainty avoidance affect fans' consumption behaviour intention.

4. Results

4.1 Descriptive Statistics of the Sample

In this study, 708 responses were collected. Data cleaning was done to make sure the analysis was correct. All questionnaires were checked. Sixteen responses with the same value for all questions were removed. Twenty-three responses from people not aged 18 – 39 were also removed. In the end, 669 valid responses were kept.

Most of the respondents were aged 18–29 (60.8%), followed by those aged 30–39 (39.2%). The majority were female (74.3%), which fits the general K-drama audience pattern. Females are also more active in fan activities and related spending. In terms of education, most respondents had higher education, with 66.9% holding a bachelor's degree or above. Most fans were either private company workers (38.0%) or students (33.0%). Monthly income was mostly between RMB 3,000 and 8,999 (82.4%), which is considered a middle-income group. Most fans (64.7%) buy less than 5 times. They mostly pay for basic things like memberships and a few products. Some fans (27.2%) buy 5 to 10 times. The most popular items are merchandise (77.7%) and Korean beauty products (70.7%). Cinema tickets (30.6%) and fan event tickets (21.2%) are less chosen, but they show that core fans enjoy experience-based spending. Korean food and drinks (29.6%) are also popular because of product placement in dramas. In contrast, fewer fans choose soundtracks and subscription services (both 14.5%).

4.2 Reliability Test

This study used Cronbach's Alpha to test the internal consistency of each scale. If the alpha value is above 0.70, the scale is seen as reliable (Cronbach, 1951).

Table 1. Reliability test

Constructs	Subconstructs	Cronbach's alpha	N of items
Theory of Planned Behaviour	Behavioural Attitude	0.905	6
	Subjective Norm	0.911	5
	Perceived Behavioural Control	0.910	5
Cultural Dimensions Theory	Collectivism	0.915	4
	Femininity	0.872	4
	Uncertainty Avoidance	0.931	6
Consumption Behaviour Intention		0.955	6

The results show that all variables—behavioural attitude, subjective norm, perceived behavioural control, collectivism, femininity, uncertainty avoidance, and consumption behaviour intention—have alpha values above 0.75. This means all scales have good reliability and can be used for further analysis.

4.3 Normality Test

Before using structural equation modelling, this study tested whether the data met the basic requirement of normal distribution. Skewness and kurtosis were used to check this. According to Tabachnick and Fidell (2007), if the absolute values of skewness and kurtosis are less than 2, the data can be seen as normally distributed. The results showed that all variables met this rule. This means the data follow a normal distribution and can be used for further analysis.

4.4 Assessment of Measurement Model

This study focuses on the overall evaluation of the measurement model that includes all the variables: the Theory of Planned Behaviour, Cultural Dimensions Theory, and consumption behaviour intention. The Theory of Planned Behaviour has three parts: behavioural attitude, subjective norm, and perceived behavioural control. The Cultural Dimensions Theory also has three main parts: collectivism, femininity, and uncertainty avoidance. The full measurement model combines these two theories with consumption behaviour intention.

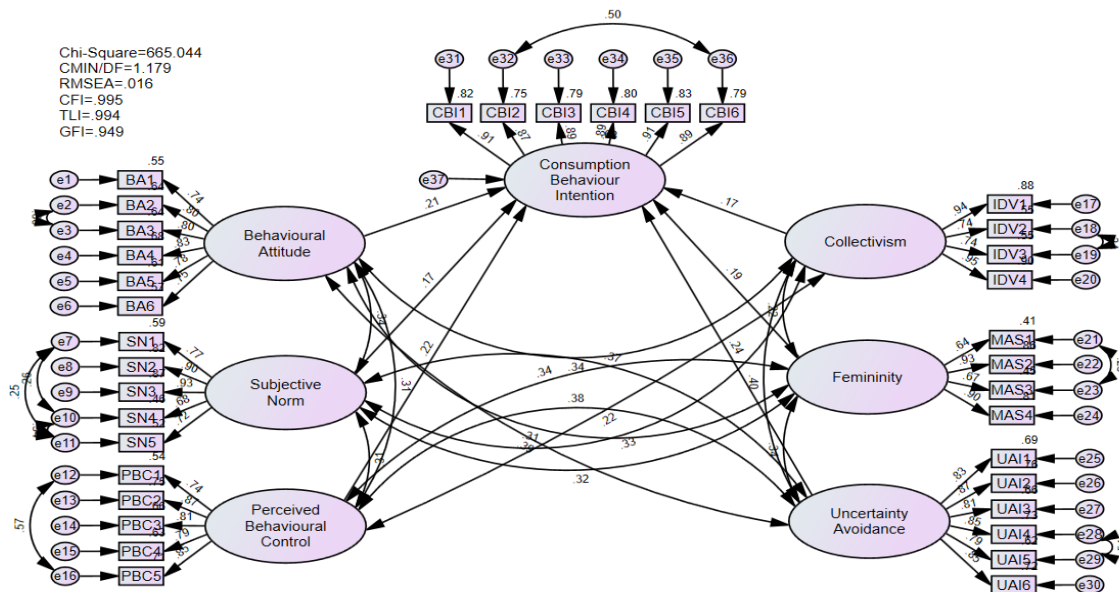


Figure 2. Measurement model path results

The path results of the full measurement model are shown in Figure 2. $\chi^2 = 665.044$ (> 0.05), $CMIN/DF = 1.179$ (< 3.0), $RMSEA = 0.016$ (< 0.05), $GFI = 0.949$ (> 0.90), $CFI = 0.995$ (> 0.90), $TLI = 0.994$ (> 0.90). These results meet the suggested fit standards from earlier studies (Wu, 2010).

4.5 Research Hypotheses Testing

4.5.1 Testing Hypothesis H1

The hypothesis about the direct effect of behavioural attitude on consumption behaviour intention is:

H1: Behavioural attitude has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

The analysis shows that behavioural attitude (BA) has a significant positive effect on consumption behaviour intention (CBI) among Chinese K-drama fans ($\beta = 0.206$, $p < 0.001$). The path coefficient means that when BA increases by 1 unit, CBI goes up by 0.206 units. The result is highly significant (C.R. = 6.278), so H1 is supported. This means that the more positive the fans' attitude towards K-dramas, the stronger their consumption intention.

4.5.2 Testing Hypothesis H2

The hypothesis about the direct effect of subjective norm on consumption behaviour intention is:

H2: Subjective norm has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

The results show that subjective norm (SN) has a significant positive effect on consumption behaviour intention (CBI) ($\beta = 0.169$, $p < 0.001$). The path coefficient means that when SN increases by 1 unit, CBI increases by 0.169 units. The result is significant (C.R. = 5.318), so H2 is supported. This means the stronger the fans' feeling of social pressure or group identity, the stronger their consumption intention.

4.5.3 Testing Hypothesis H3

The hypothesis about the direct effect of perceived behavioural control on consumption behaviour intention is:

H3: Perceived behavioural control has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

The data show that perceived behavioural control (PBC) has a significant positive effect on consumption behaviour intention (CBI) ($\beta = 0.222$, $p < 0.001$). The path coefficient shows that when PBC increases by 1 unit, CBI goes up by 0.222 units. The result is highly significant (C.R. = 6.968), so H3 is fully supported. This means that the stronger the fans' belief in their ability and resources to take part in K-drama consumption, the stronger their consumption intention.

4.5.4 Testing Hypothesis H4

The hypothesis about the direct effect of collectivism on consumption behaviour intention is:

H4: Collectivism has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

The analysis shows that collectivism (IDV) has a significant positive effect on consumption behaviour intention (CBI) ($\beta = 0.166$, $p < 0.001$). The path coefficient means that when collectivism increases by 1 unit, CBI increases by 0.166 units. The result is highly significant (C.R. = 5.456), so H4 is supported. This shows that the stronger the fans' collectivist values, the stronger their group-based consumption intention.

4.5.5 Testing Hypothesis H5

The hypothesis about the direct effect of femininity on consumption behaviour intention is:

H5: Femininity has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

The data show that femininity (MAS) has a significant positive effect on consumption behaviour intention (CBI) ($\beta = 0.188$, $p < 0.001$). The path coefficient shows that when femininity increases by 1 unit, CBI goes up by 0.188 units. The result is significant (C.R. = 5.888), so H5 is supported. This means that the stronger the fans' feminine values, the stronger their intention to consume.

4.5.6 Testing Hypothesis H6

The hypothesis about the direct effect of uncertainty avoidance on consumption behaviour intention is:

H6: Uncertainty avoidance has a significant positive influence on the consumption behaviour intention of Chinese K-drama fans.

The results show that uncertainty avoidance (UAI) has a significant positive effect on consumption behaviour intention (CBI) ($\beta = 0.241$, $p < 0.001$). The path analysis shows that when uncertainty avoidance increases by 1 unit, CBI increases by 0.241 units. The result is highly significant (C.R. = 7.129), so H6 is fully supported. This means that fans who try to avoid uncertainty in their decisions tend to have a stronger consumption intention.

5. Discussion

This study is based on the Theory of Planned Behaviour (TPB) and Hofstede's Cultural Dimensions Theory. It looks at how behavioural attitude, subjective norm, perceived behavioural control, collectivism, femininity, and uncertainty avoidance affect the consumption behaviour intention of Chinese K-drama fans. The results show that all six hypotheses (H1–H6) are supported. This means that the TPB model, when combined with cultural values, can explain Chinese fans' consumption intention well.

Among the three main factors in TPB, behavioural attitude has a strong effect on fans' consumption behaviour intention. Behavioural attitude means how a person sees the result of a behaviour, as good or bad. In this study, if K-drama fans have a good opinion of K-dramas and their related products, and think that supporting idols, buying goods, or joining fan events is meaningful, then they are more likely to want to consume. This finding matches the TPB framework by Ajzen (1985) and is also similar to Ali's (2024) study on Indonesian fans. It shows that a positive attitude is important for fan consumption. It is worth noting that Chinese fans feel strong emotions and identity towards K-pop culture and idols. This helps form steady and active attitudes, which makes behavioural attitude even more important for their consumption intention.

Subjective norm is the second key factor in TPB. It means the pressure a person feels from others (like family, friends, or peers) to do something (Ajzen, 1985). In China, group values and social influence are strong (Wang et al., 2016). Peer culture, fan communities, and social media opinions can significantly affect fans. This research reveals that subjective norms have a heavy, positive impact on the fans' intention to consume (Lu et al., 2019). Hence, these fans take into account what others expect or agree upon when deciding to spend their money. This outcome is identical to the findings of Liu. It also shows that in a collectivist culture, subjective norm plays a big role in shaping intention. So, understanding fan norms like "support culture" and "fan voting culture" can help explain the reasons behind fan behaviour.

One of the variables that influences K-drama consumption behaviour intention is perceived behavioural control, which is equally important. Perceived control over behaviour is the extent to which an individual believes they can act and is sufficiently competent (Ajzen, 1985). Fan elements are the money, time, and opportunities to buy fan products or participate in fan activities. This research affirms that fans' intention to consume is much more robust when they feel themselves having the resources and the freedom to act (Lemos & de Lima Pinheiro, 2024). The findings of this study

are consistent with the claims of Kim (2021) that perceived control has a direct impact on the intention. Moreover, it reveals that the young Chinese fans feel they have mastery in joining and participating in online activities that are convenient and frequent, for example, collective purchasing or fundraising. Hence, if it becomes friendlier and easier for fans to obtain the goods associated with their idols, fans will be able to translate intention into tangible actions.

Collectivism is also found to have a strong positive effect on fans' consumption behaviour intention. Collectivism means people care more about the group than themselves and feel a strong duty to others (Hofstede et al., 2010). In China, which is a society with strong collectivist values, fans often act together as a group. They may join group fundraising, vote together for idols, or watch shows in groups (Liu, 2025). These shared actions help fans feel more connected and also make them more willing to spend money to support idols. The findings of this study are consistent with the predictions of Hofstede's (2010) cultural dimensions theory and echo previous research (Sun, 2022). So, when we study why fans choose to spend money, we must also think about their group feeling and the wish to follow others.

The cultural value of femininity also has a clear positive effect on fans' consumption behaviour intention. A feminine culture values close relationships, emotional expression, harmony, and care (Hofstede et al., 2010). This matches well with fan culture, which focuses on emotional support, feelings, and the idea of idols as emotional companions. For K-drama fans, support is not just a logical choice, but also a way to show their feelings and identity. Fans show this by buying products their idols promote, joining charity events, or giving material support that expresses their care (Liu, 2025). So, in a culture that values femininity, fans are more likely to spend as a way to show emotional connection and shared values (Ju, 2020).

Uncertainty avoidance also has a strong positive effect on fans' consumption behaviour intention. Uncertainty avoidance means people feel worried or uncomfortable in unclear or unknown situations (Hofstede et al., 2010). In this study, fans try to reduce that feeling by doing things like buying official goods, joining official events, or getting special content (Ardhiyansyah et al., 2021). These actions help them feel more in control and safe about their idol's future or their place in the fan group. Today, as fan culture changes fast and information is everywhere, spending money becomes a way to "stay present" — it shows loyalty and active support (Zixuan, 2021). Also, people with high uncertainty avoidance prefer "official" and "clear" ways to buy things (Ardhiyansyah et al., 2021). They trust products and services that are well-known and approved. This matches Hofstede's view that people in high uncertainty avoidance cultures like clear rules, and it shows that fans use spending to feel more secure in uncertain situations (Guo & Wang, 2024).

6. Conclusions

6.1 Theoretical Implication

This study used a cross-cultural view. It combined the Theory of Planned Behaviour (TPB) and Hofstede's Cultural Dimensions Theory. A model was built and tested to understand what affects the consumption behaviour intention of Chinese K-drama fans. This study helps to use TPB more widely in fan culture and cross-cultural consumer research. It confirmed that behavioural attitude, subjective norm, and perceived behavioural control are important for predicting fans' consumption intention. It also found that cultural values like collectivism, femininity, and uncertainty avoidance have a strong effect. These results help TPB explain behaviour better in different cultures. In fan behaviour, where emotions and group support are important, the link between cultural values and behaviour gives a new view. It also helps future studies explore how culture changes the TPB path.

6.2 Practical Implication

This study gives useful advice to K-drama content makers, marketers, and culture product platforms who want to reach Chinese fans. First, companies should focus on the fans' group identity and emotions. For example, support events and charity actions can make fans feel they belong and want to join in. Second, it is important to build a shopping space that is easy, fast, and trustworthy. This will make fans feel more in control and more likely to buy. Also, understanding that Chinese fans avoid uncertainty means companies should offer "official," "real," and "safe" products and channels. This helps improve brand trust. In short, this study gives ideas for better local marketing in the Chinese fan market.

6.3 Limitations and Future Research

This study has some limitations. It used a cross-sectional survey, which only shows fan behaviour intention at one time. It cannot show cause and effect or long-term changes. The sample was collected using snowball sampling, which helped find the right group but may not fully represent all Chinese K-drama fans. There may be uneven numbers in the region or gender. Also, this study focused on two main theories – the Theory of Planned Behaviour and Cultural Dimensions Theory – and did not include other ideas like self-identity or media attachment. This may limit our full understanding of fan behaviour.

Future studies should use a long-term design to follow fans over time and see how their behaviour changes. Researchers may also engage in data collection through different venues and include fans of various age groups. To do this will

make the results much more meaningful. Further parameters can be added, such as the fan's self-image, media frequency, or the psychological connection that they develop. Such amendments could certainly help in improving the model and in explaining the behaviour of the fan more clearly. As for the matter of including fans from overseas, it will also help in finding similarities and differences of cultures, as well as the impact of culture on decisions for fans.

This research is based on the Theory of Planned Behaviour and Cultural Dimensions Theory, and adopts the paradigm of attitude, subjective norm, perceived behavioural control, collectivism, femininity, and uncertainty avoidance to study the influence of Chinese K-drama fans on consumption behaviour intention. The results indicated that there are strong effects of both social-psychological and cultural factors. This is in accord with the model applied in the study, which was thus strengthened. Through this study, the implementation of TPB in cross-cultural contexts would increase, and at the same time, useful insights for marketing in China's fan market would be provided. In the future, researchers can include more variables, a wider sample, and cross-country studies to better understand global fan behaviour and connect fan studies with consumer research.

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Authors contributions

Zhang Linxu was mainly responsible for the study design, data collection, analysis and manuscript drafting. Dr. Wan Amizah Wan Mahmud and Dr. Nurzihan Hassim critically reviewed the manuscript and provided constructive feedback. Li Yunyao and Gao Fei provided significant assistance in data collection and draft preparation. All authors participated in the ethical review process and approved the final version of the manuscript.

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