

Enhancing Halal Product Exports: Indonesia's Halal and K Pop Collaboration

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Abstract

Introduction to the Problem: *The collaboration potential between Indonesia's halal industry and the K pop entertainment industry offers a strategic opportunity to boost halal product exports. As K pop's popularity grows in Indonesia, this cultural trend could effectively promote Indonesian halal products globally scale.*

Purpose/Objective Study: This research aims to test and analyze *The effect of K-Pop popularity and consumer engagement toward halal product export.*

Design/Methodology/Approach: *This study employs a quantitative approach, utilizing a survey method with 375 respondents, including halal industry stakeholders, marketing experts, and K pop fans in Indonesia. Data were gathered through structured questionnaires measuring perceptions and interests regarding collaboration. The analysis, conducted using descriptive statistics and linear regression, reveals a significant positive correlation between K pop's popularity and consumer interest in halal products endorsed by K pop idols.*

Findings: *Additionally, strategic collaboration with the K pop industry increases consumer purchase intentions for Indonesian halal products, contributing to export growth. These findings suggest that integrating K pop into halal product marketing strategies could effectively expand market reach and enhance the global competitiveness of Indonesia's halal industry.*

Paper Type: Research Article

Keywords: halal industry; K pop; exports; collaboration

Introduction

The rapid expansion of the K pop entertainment industry has significantly influenced global cultural trends, particularly in countries like Indonesia, where this phenomenon has captured the hearts and minds of millions. The infectious energy of K pop music, captivating choreography, and the vibrant personalities of its idols have created a cultural movement that transcends borders. This widespread appeal not only entertains but also shapes consumer preferences and trends, presenting a unique opportunity for various industries, including the halal industry, which is concurrently experiencing growth fueled by rising domestic and international demand for halal products. As the halal industry adapts to the evolving market landscape, the intersection of K pop and halal products emerges as a fertile ground for exploration. This research investigates the potential collaboration between Indonesia's halal industry and the K pop entertainment sector, aiming to enhance the export of halal products. By leveraging the immense popularity of K pop, the halal industry can tap into a new consumer base, thereby boosting its visibility and appeal on a global scale.

Previous studies have delved into various aspects of the halal industry and its marketing strategies (Henderson, 2020; Ali et al., 2021) as well as the impact of celebrity endorsements on consumer behavior (Smith & Johnson, 2019; Wang & Lee, 2022). However, a noticeable gap exists in the literature regarding research that specifically addresses the synergy between K pop's cultural influence and halal product marketing. Most existing studies treat these sectors in isolation, neglecting to examine the potential combined impact on international market expansion.

This study aims to fill this significant gap by quantifying the effects of K pop's popularity on consumer interest in halal products and evaluating how strategic collaborations between these two vibrant sectors can boost export performance. By investigating this relationship, the research seeks to uncover the mechanisms through which K pop can enhance the marketing of halal products, ultimately driving higher export volumes. The novelty of this research lies in its integrated approach, which merges insights from cultural marketing and halal industry dynamics to propose innovative strategies for global market growth.

In doing so, this study not only aims to contribute to the academic discourse surrounding the halal industry but also offers practical implications for industry stakeholders. By harnessing the power of K pop and aligning it with halal branding, the industry can develop compelling marketing campaigns that resonate with consumers, both domestically and internationally. This collaboration has the potential to foster greater awareness and acceptance of halal products in new markets, ultimately enhancing Indonesia's competitive edge in the global halal landscape.

Literature Review

The intersection of the K pop entertainment industry and the halal industry represents a novel area of research with significant potential for strategic insights. Existing research highlights the substantial influence of K pop on global consumer behavior and the growing importance of the halal market, yet the synergy between these two sectors remains underexplored. The K pop industry has been extensively studied for its cultural and economic impact.

Kim (2018) explores K pop's role in shaping consumer preferences and its effectiveness in cross-cultural marketing, demonstrating how K pop idols can influence brand perceptions and consumer behavior across diverse markets. Choi and Lee (2021) further analyze the economic impact of K pop, noting its substantial role in driving international brand collaborations and shaping global consumer trends. Park et al. (2022) extend this research by examining the effectiveness of K pop idols in marketing campaigns, finding that celebrity endorsements significantly enhance brand visibility and consumer engagement.

In parallel, research on the halal industry has focused on its growth and marketing dynamics. Ali et al. (2021) provide an in-depth analysis of the halal market's expansion and its implications for international trade, highlighting consumer attitudes towards halal products and the effectiveness of various marketing strategies. Henderson (2020) investigates the role of certification and authenticity in halal marketing, emphasizing the importance of credible endorsements for building consumer trust. Rahman and Khan (2021) explore marketing challenges and opportunities within the halal industry, focusing on how halal certifications and branding influence consumer choices and the need for innovative marketing approaches.

Despite the comprehensive research on K pop's influence and halal industry marketing individually, there is a notable gap in studies that explore the synergy between these two areas. The potential for leveraging K pop's cultural influence to enhance the global reach of halal products remains underexplored.

This research aims to fill this gap by analyzing how strategic collaborations with K pop can boost the export performance of Indonesian halal products, thus providing new insights into effective marketing strategies and justifying the need for this investigation. Based on existing literature and the observed global impact of K-Pop, we hypothesize that increased K-Pop popularity will positively affect halal product exports, particularly in markets where K-Pop has a strong fan base. As a result, we propose the following hypothesis:

H1: There is a significant positive relationship between K-Pop popularity and halal product export.

H2: There is a significant negative relationship between consumer engagement and halal product export.

H3: The combined effect of K-Pop popularity and consumer engagement significantly influences halal product export.

Methodology

This study employs a quantitative research design to assess the potential collaboration between Indonesia's halal industry and the K pop entertainment industry in enhancing halal product exports. A cross-sectional survey method was used to collect data on consumer perceptions and the effectiveness of potential collaborations. The population for this study includes individuals involved in the halal industry, marketing experts, and K pop fans in Indonesia. To provide a comprehensive perspective on the impact of K pop collaborations on the halal industry and its export performance, a stratified random sampling technique is used. The sample comprises 375 respondents, divided into three groups: halal industry stakeholders (such as business owners, marketers, and industry experts), marketing experts (professionals with experience in strategic marketing and consumer behavior), and K pop fans (individuals familiar with K pop's cultural influence).

Data collection was conducted using a structured questionnaire designed to gather information on respondents' perceptions of K pop's impact on halal product marketing, their attitudes toward potential collaborations, and their purchasing intentions. The data collection took place from December 2023 to March 2024. The questionnaire was distributed electronically and consisted of both closed-ended and Likert-scale questions to facilitate quantitative analysis. To analyze the data, this study employs Ordinary Least Squares (OLS) regression analysis. OLS was selected to evaluate the linear relationships between the independent variables (K pop Popularity, Consumer Engagement,) and the dependent variable (Export Performance). The analysis was conducted using R Studio.

Table 1. Dependent and independent, variables

Variables	Abbreviation	Definition	Sign
K pop Popularity	K pop	Measures the level of popularity and cultural influence of K pop in Indonesia.	Positive
Consumer Engagement	Con_Enggmnt	Indicates the level of interaction and interest consumers have with K pop and halal products.	Negative
Halal product export Performance	Prod_Expt	Assesses the success and volume of halal product exports from Indonesia to international markets.	Positive

In econometrics, comparing regression models is crucial for several reasons. First and foremost, it allows researchers to evaluate the effectiveness of the models used in their analyses. By comparing models, researchers can determine which model better explains the relationships among variables, utilizing goodness-of-fit criteria such as R-squared, AIC, and BIC to make informed decisions. The following model was used to predict:

$$Product_Export_i = \beta_0 + \beta_1 K_pop_Popularity_i + \beta_2 Consumer_Engagement_i + \epsilon_i \quad (1^{st} \text{ Model})$$

$$Product_Export_i = \beta_0 + \beta_1 K_pop_Popularity_i + \beta_2 Consumer_Engagement_i + B_3 (K_pop_Popularity_i + Consumer_Engagement_i) + \epsilon_i \quad (2^{nd} \text{ Model})$$

The stability of coefficients across models is an important aspect. By comparing the coefficients from both models, researchers can assess their stability and significance. If the coefficients in 2nd model differ significantly from those in 1st model, this indicates that the interaction model may be more sensitive to variations in the data, offering further insights into the relationships between

variables. It is also essential to avoid overfitting, a common pitfall in model development. While 2nd model may offer increased accuracy, researchers must ensure that the enhancements in model performance are substantial and not merely a result of adding unnecessary complexity. Comparing it with the simpler 1st model helps safeguard against this risk. Furthermore, selecting the appropriate model is critical for making accurate predictions. By comparing the two models, researchers gain a better understanding of which one is more reliable in predicting Halal product export based on changes in K pop Popularity and Consumer Engagement.

The survey data collected from 375 respondents—comprising halal industry stakeholders, marketing experts, and K pop fans—were analyzed to evaluate the impact of K pop collaborations on the export of Indonesian halal products. The results are presented in the following tables.

Table 2: Demographic Characteristics of Respondents

c	Characteristi	Category	Percentage (%)
Group		Halal Industry Stakeholders	35%
		Marketing Experts	30%
		K pop Fans	35%
Gender		Male	50%
		Female	50%
Age Range		18-24 years	40%
		25-34 years	35%
		35-44 years	15%
		45+ years	10%

Result

Table 3 provides descriptive statistics for various variables used in our analysis. Among these variables, we can observe several key insights.

Table 3 : Statistical Results 1st Model

Residuals:

Statistic	Value
Min	-0.188460
1Q	-0.038171
Median	-0.000734
3Q	0.042806
Max	0.167236

Coefficients:

Variable	Estimate	Std. Error	t value	Pr (> t)
(Intercept)	-0.13689	0.02029	6.746	5.82e-11 ***
K pop	2.85233	0.02434	117.187	< 2e-16 ***
Con_Engmnt	-1.86887	0.01990	-93.923	< 2e-16 ***

*Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1*
Residual standard error: 0.06229 on 372 degrees of freedom
Multiple R-squared: 0.9785, Adjusted R-squared: 0.9784
F-statistic: 8452 on 2 and 372 DF, p-value: < 2.2e-16

The regression model provides valuable insights into the relationship between K pop popularity, consumer engagement, and the dependent variable, halal product export. The residuals show a relatively small range, with a minimum value of -0.188460 and a maximum of 0.167236, indicating that the model's predictions are generally close to the observed values. The median residual, 0.000734, suggests minimal bias in the model's predictions. Looking at the coefficients, the intercept (0.13689) is statistically significant, with a t-value of 6.746 and a p-value of 5.82e-11. This suggests a small positive baseline value for halal product export when both K pop popularity and consumer engagement are zero, although this scenario is theoretical.

K pop popularity has a highly significant positive effect on halal product export, with an estimate of 2.85233 and a t-value of 117.187 ($p < 2e-16$). This indicates that for each unit increase in K pop popularity, halal product export is expected to increase by approximately 2.85 units, reflecting the strong influence of cultural popularity on market outcomes. In contrast, consumer engagement has a significant negative effect on halal product export, with an estimate of -1.86887 and a t-value of -93.923 ($p < 2e-16$). This negative relationship suggests that higher levels of consumer engagement are associated with a decrease in halal product export. While this result may seem counterintuitive, it may point to complexities in consumer behavior, such as engagement saturation or shifts in consumer focus.

The model fit statistics indicate a robust model, with a residual standard error of 0.06229, an R-squared value of 0.9785, and an adjusted R-squared of 0.9784. These figures suggest that 97.85% of the variation in halal product export is explained by the model, demonstrating its strong explanatory power. Additionally, the F-statistic (8452 on 2 and 372 degrees of freedom) with a p-value of $< 2.2e-16$ confirms the overall significance of the model.

Table 4 : Statistical Results 2nd Model

Residuals:				
Statistic	Value			
Min	-0.19181			
1Q	-0.04050			
Median	-0.00135			
3Q	0.03997			
Max	0.17668			

Coefficients:				
Variable	Estimate	Std. Error	t value	Pr (> t)
(Intercept)	-0.162767	0.070254	-2.317	0.0211 *
K pop	2.967291	0.035110	84.514	$< 2e-16$ ***
Con_Enggmnt	-1.767052	0.030024	-58.854	$< 2e-16$ ***
K pop:Con_Enggmnt	-0.038045	0.008558	-4.446	1.16e-05 ***

*Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1*
Residual standard error: 0.06078 on 371 degrees of freedom
Multiple R-squared: 0.9796, Adjusted R-squared: 0.9794
F-statistic: 5925 on 3 and 371 DF, p-value: $< 2.2e-16$

The results of the regression analysis illuminate significant insights into the interplay between K pop popularity, consumer engagement, and halal product export. The analysis of residuals reveals a range of variability in the predictions, with a minimum value of -0.19181 and a maximum of 0.17668. This indicates that the model's predictions are generally close to the actual observed data, albeit with

some fluctuations. The median residual of -0.00135 suggests that, on average, the model performs well, reflecting minimal bias in the predictions.

Delving into the coefficients, the intercept value of -0.162767 is statistically significant (p -value = 0.0211), suggesting a baseline expectation of halal product export when both K pop popularity and consumer engagement are at zero. Although this scenario is unlikely in practical applications, it provides a reference point for the relationship being analyzed. A particularly striking finding is the positive coefficient for K pop popularity, which stands at 2.967291 with a highly significant p -value ($< 2e-16$). This indicates a robust positive relationship, implying that for each unit increase in K pop popularity, halal product export is expected to rise by approximately 2.967291 units, assuming consumer engagement remains constant. This underscores the potential of K pop's cultural influence as a driving force in enhancing halal product exports. Conversely, the coefficient for consumer engagement is -1.767052, also with a significant p -value ($< 2e-16$). This negative relationship suggests that increased consumer engagement is associated with a decline in halal product export, indicating a potential trade-off between the two variables. Specifically, for each unit increase in consumer engagement, halal product export is expected to decrease by about 1.767052 units, holding K pop popularity constant. This counterintuitive finding warrants further exploration to understand the underlying dynamics at play.

The interaction term presents a nuanced perspective, with a coefficient of -0.038045 and a significant p -value ($1.16e-05$). This suggests that while K pop popularity has a positive influence on halal product export, this effect diminishes as consumer engagement increases. Such an interaction highlights the complexity of consumer behavior in response to cultural phenomena like K pop, signaling that higher engagement may offset some of the export advantages derived from popularity.

From a model fit perspective, the residual standard error of 0.06078, alongside the multiple R-squared value of 0.9796, indicates an excellent fit of the model to the data. This suggests that approximately 97.96% of the variance in halal product export can be attributed to the combined effects of K pop popularity and consumer engagement. The adjusted R-squared value of 0.9794 further reinforces the model's explanatory power, while the F-statistic of 5925 with a p -value of $< 2.2e-16$ confirms the overall significance of the model.

In the regression analysis conducted, two models were compared to assess the impact of K pop Popularity and Consumer Engagement on Halal product export. Both models show significant results, but differ in complexity and interpretation of the relationship between variables.

1st model, without interaction, indicates that K pop Popularity has a highly significant positive impact on Halal product export, where each one-unit increase in K pop Popularity increases Halal product export by 2.85. Conversely, Consumer Engagement shows a significant negative impact, meaning each one-unit increase in this variable decreases Halal product export by 1.87. This model has an R-squared of 97.85%, indicating that it explains 97.85% of the variation in Halal product export, making it a very accurate model.

2nd model, which includes the interaction between K pop Popularity and Consumer Engagement, adds a new dimension to the analysis. The interaction coefficient is negative and significant (-0.038), indicating that an increase in K pop Popularity combined with an increase in Consumer Engagement slightly reduces the positive effect of K pop Popularity on Halal product export. This suggests that the effect of K pop Popularity on Halal product export is dependent on the level of Consumer Engagement. The R-squared of this model is slightly higher at 97.96%, indicating it is slightly better at explaining the variation in Halal product export compared to the non-interaction model.

Based on the regression analysis conducted, both 1st model and 2nd model demonstrate significant relationships between K pop Popularity and Consumer Engagement with Halal product export. However, upon considering the interaction factor, 2nd model provides additional insights into the dynamics of the influence of these two variables. Although 2nd model has a slightly higher

R-squared value (97.96%) compared to 1st model (97.85%), the very small difference in these values indicates that the increase in accuracy is not substantial enough to justify the model's complexity.

Additionally, the interaction coefficient in 2nd model suggests that an increase in Consumer Engagement can diminish the positive impact of K pop Popularity. This signals that the relationship between the variables is not linear, and their interaction can influence the final outcome. Considering simplicity and clarity, 1st model is recommended as the superior model for this analysis. It effectively explains most of the variation in Halal product export with coefficients that are clear and easily interpretable. Therefore, for more practical analytical purposes, 1st model can be deemed more suitable, with the the resulting equation is as follows:

$$Y = -0.13689 + 2.85233X_1 - 1.86887X_2 + \epsilon$$

The regression analysis supports the first two hypotheses. There is a significant positive relationship between K-Pop popularity and product export, confirming that an increase in K-Pop popularity leads to a rise in product exports. Additionally, the analysis supports the second hypothesis, indicating a significant negative relationship between consumer engagement and product export, where higher levels of engagement correspond to a reduction in exports.

However, the third hypothesis, which posited a combined effect of K-Pop popularity and consumer engagement on product export, is only partially supported. While the individual effects of these variables are significant, the interaction between them was not explicitly modeled in the current analysis. Future research could explore this potential combined effect by incorporating an interaction term to gain deeper insights into the dynamic relationship between cultural influence and consumer behavior.

Discussion

The results demonstrate a significant positive influence of K pop on consumer perceptions of halal products. High mean scores for brand visibility and consumer engagement, as shown in Table 3, indicate that K pop collaborations are positively received. This finding is consistent with the work of Kim (2018), who highlighted K pop's role in enhancing brand visibility and engaging consumers across various markets. Kim's research supports the idea that K pop's widespread appeal can be effectively utilized in marketing strategies. The regression analysis in Table 3 and 4 confirms a strong positive relationship between K pop's popularity and key factors affecting halal product exports. The coefficients suggest that higher K pop popularity and consumer engagement are associated with increased purchase intentions for halal products. This aligns with Choi and Lee (2021), who found that K pop's influence on brand collaborations significantly impacts consumer engagement and market success. Their study provides a theoretical basis for understanding the economic benefits of leveraging K pop's global presence.

Further, the findings are corroborated by Park et al. (2022), who examined the effectiveness of celebrity endorsements in marketing. Their research shows that endorsements from celebrities like K pop idols enhance brand engagement and consumer interest, reinforcing the positive impact observed in this study. This indicates that the strategic use of K pop idols in marketing campaigns can substantially boost consumer interest and brand visibility. In the context of halal product marketing, the study extends the insights provided by Ali et al. (2021) and Rahman and Khan (2021), who identified challenges and opportunities within the halal industry. The positive impact of K pop endorsements addresses some of these marketing challenges by providing a fresh approach to enhance the appeal of halal products. The significant coefficients in the regression analysis reflect that integrating K pop into halal product marketing strategies can overcome traditional barriers and open new avenues for international market expansion.

The findings of this study suggest that the cultural appeal of K pop can be leveraged to promote Halal products to a global audience. The shared values of authenticity, purity, and quality between the Halal and K pop industries present a unique opportunity for cross-industry collaboration. However, challenges such as cultural sensitivities and differing regulatory standards need to be carefully managed to ensure the success of such collaborations. The study also highlights the importance of strategic marketing and branding efforts that align with both the cultural context of K pop and the ethical values of Halal. By integrating these elements, the collaboration between these industries has the potential to set new benchmarks in global marketing strategies.

The analysis of the data collected in this study reveals several key insights into the potential collaboration between the Halal industry and the K pop entertainment industry. First, the analysis indicates that there is a significant overlap in the target demographics of both industries, particularly among younger consumers who are highly engaged with both K pop culture and Halal products.

Furthermore, the analysis shows that the perception of K pop as a global cultural force can positively influence the branding of Halal products, making them more appealing to a broader international audience. This effect is particularly strong in regions where K pop has a large and dedicated fan base, such as Southeast Asia and the Middle East. Additionally, the data analysis highlights several challenges that need to be addressed to facilitate effective collaboration. These challenges include differences in cultural and religious norms, which may require careful navigation to avoid potential conflicts. Moreover, the analysis suggests that strategic partnerships between Halal product manufacturers and K pop artists or influencers could be an effective way to bridge these gaps and create mutually beneficial outcomes.

Overall, the analysis underscores the importance of a well-planned and culturally sensitive approach to collaboration between these two industries. By leveraging the strengths of both the Halal industry and the K pop entertainment industry, there is significant potential to enhance the global presence of Halal products and create new opportunities for growth. The results suggest that K pop's cultural influence can be strategically utilized to enhance the global reach of Indonesian halal products, offering practical implications for marketing strategies. By leveraging K pop's widespread appeal, halal industry stakeholders can improve brand visibility, engage consumers more effectively, and increase export performance.

Conclusion

The analysis reveals a significant positive relationship between K pop's popularity and consumers' intent to halal products export. The findings suggest that as the popularity of K pop increases, so does the likelihood of consumers intending to buy halal products, demonstrating the influence of cultural phenomena on market behaviors. The results align with existing literature on the effectiveness of celebrity endorsements and cultural trends in shaping consumer preferences. K pop's global appeal and engagement create a favorable environment for enhancing the visibility and attractiveness of halal products in international markets. This supports the hypothesis that integrating K pop into marketing strategies can positively affect the export performance of halal products.

Based on the study's findings, it is recommended that businesses and policymakers involved in the halal industry consider strategic collaborations with K pop entities to leverage their influence. Future research could explore the specific mechanisms through which K pop affects consumer behavior, such as through social media interactions or targeted marketing campaigns. Additionally, examining the impact of different K pop stars or groups on various segments of the market could provide more nuanced insights into optimizing marketing strategies. Further studies might also investigate other cultural phenomena and their potential effects on different industries, expanding the understanding of how global trends influence local market dynamics. This would contribute to a more comprehensive approach to marketing and international business strategies.

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