



Side Effects of Brand Ambassadors on Brands “s”

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ABSTRACT: BTS is a Korean boy band that is internationally renowned, with numerous fans across various countries, especially in Indonesia. BTS collaborates with various brands as brand ambassadors, one of them being Brand "S" brand ambassadors. BTS and ARMY (BTS fans) use various media to communicate with each other, and BTS often posts content related to the brands they collaborate with in their social media. The widely discussed phenomenon among BTS fans revolves around the products offered by the brand "S." The research aims to investigate how word of mouth affects the likelihood of purchasing, using the case study of the boy group BTS as brand ambassadors for the "S" brand. The study involved individuals from the Jabodetabek area who were familiar with the BTS band in association with the "S" brand. The research used a non-probability sampling approach, specifically choosing the convenience sampling technique during the sample selection process. The number of samples used in the study was 122 respondents, and data collection was conducted by distributing questionnaires through Google Forms. The data analysis was conducted using the Structural Equation Modelling (SEM) program SmartPLS 4.0. The results of the study indicate that word of mouth has a positive and significant influence on purchase intention.

Keywords: Word-of-Mouth, Sales, Product, Campaign, Brand, Purchase Intention



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INTRODUCTION

Many Korean bands out there have their characteristics. BTS is one of the bands that are most in demand by the people of Indonesia and in the world. Bangtan Sonyeondan (방탄소년단) or Bangtan Boys or Bulletproof Boys Scout better known as BTS, is a music boy band from South Korea that has become one of the most famous bands in the international world, held in 2013 has a team of 7 people, consist of; Jin, RM, Suga, JHope, Jimin, V, and Jungkook (www.kprofiles.com). BTS has consistently maintained the number one position in the Korean Brand Reputation List, whether it's the Kpop Group, Kpop Boy Group, or Kpop Boy Group Member List ([Arenas-Gaitan et al., 2013](#); [Yonhap, 2020](#); [Yusuf et al., 2018](#)).

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2023년 7월			2023년 8월			2023년 9월		
순위	보이 그룹	브랜드평판지수	순위	보이 그룹	브랜드평판지수	순위	보이 그룹	브랜드평판지수
1	방탄소년단	10,505,246	1	방탄소년단	6,543,983	1	방탄소년단	7,785,449
2	스트레이키즈	4,586,068	2	세븐틴	4,944,749	2	세븐틴	5,355,287
3	세븐틴	4,490,949	3	엑소	4,572,081	3	NCT	4,041,162
4	사이니	3,085,166	4	엔피넛	3,480,732	4	엑소	3,578,789
5	NCT	2,608,273	5	재로베이스원	2,459,420	5	더보이즈	3,224,010
6	온스타엑스	2,517,299	6	NCT	2,294,215	6	엔피넛	2,457,559
7	엑소	1,860,292	7	더보이즈	2,276,330	7	재로베이스원	2,302,163
8	슈퍼주니어	1,780,882	8	스트레이키즈	2,085,562	8	스트레이키즈	2,023,130
9	비투비	1,666,906	9	사이니	2,082,142	9	슈퍼주니어	1,569,456
10	워너	1,549,460	10	온스타엑스	1,823,196	10	온스타엑스	1,532,870
11	아스트로	1,390,561	11	비투비	1,628,772	11	비투비	1,500,569
12	빅뱅	1,387,043	12	ZPM	1,420,493	12	엔하이픈	1,486,164
13	온오프	1,325,825	13	엔하이픈	1,385,434	13	사이니	1,448,489
14	엔하이픈	1,310,623	14	트레저	1,377,853	14	아스트로	1,264,113
15	에이티즈	1,280,536	15	슈퍼주니어	1,343,835	15	트레저	1,233,108
16	더보이즈	1,253,032	16	아스트로	1,144,818	16	워너	1,172,874
17	트레저	1,224,193	17	탄탈	1,084,632	17	ZPM	1,111,107
18	탄탈	1,208,371	18	워너	1,029,224	18	온오프	1,096,335
19	ZPM	1,134,436	19	에이티즈	1,022,211	19	빅뱅	1,088,027
20	하이러아트	882,333	20	투모로우바이투게더	866,228	20	에이티즈	1,043,893
21	투모로우바이투게더	862,360	21	워너원	784,202	21	하이러아트	877,846
22	워너원	776,774	22	동방신기	732,572	22	동방신기	831,945
23	빅스	724,825	23	퀵타곤	705,271	23	투모로우바이투게더	799,128
24	동방신기	648,010	24	골든차일드	674,095	24	워너원	780,792
25	퀵타곤	557,894	25	빅스	634,491	25	빅스	757,136
26	엔피넛	543,967	26	빅뱅	584,159	26	퀵타곤	745,296
27	신화	492,418	27	온오프	577,332	27	뉴이스트	736,267
28	FT아일랜드	475,369	28	보이넥스트도어	530,428	28	나인아이	734,621
29	블랙피	441,390	29	신화	502,142	29	신화	679,444
30	SF9	405,866	30	갯세븐	492,904	30	오메가엑스	651,987

Figure 1. Kpop Boy Group Brand Reputation for July-September 2023

As one of the famous Korean Boy bands, BTS has more than 40 well-known brands to have BTS as their brand ambassador (www.usbtsarmy.com). This is a testament to the immense global popularity of the South Korean boy band BTS. Over the years, BTS has become a cultural phenomenon that has taken the world by storm. Not only are they known for their catchy music and electrifying performances, but they have also become fashion icons and trendsetters. The list goes on and on, and it's not difficult to understand why. BTS has a massive following across the globe, with fans commonly known as the "ARMY." Their loyal fanbase has helped to propel them to new heights, and it's clear that brands are taking notice. By partnering with BTS, these companies are not only reaching a wider audience, but they are also aligning themselves with a group that has a positive impact on their followers. BTS has been vocal about important issues such as mental health and social justice, and they have used their platform to promote positivity and self-love (Talks, 2023; Tantomi, 2020; Tien et al., 2018; Wang & Hariandja, 2016).

One brand that uses BTS as its brand ambassador is the “S” brand. BTS has become a brand ambassador for S since February 2020, collaborating with well-known brands worldwide. S released limited edition smartphones and Galaxy Buds with BTS labels. According to the Korean Times (2020), after S released smartphones and earbuds that have a limited edition BTS label, many people, especially BTS fans bought the Company S products. Buyers of smartphones and earbuds are not only Generation Z, but also millennials, more often called the MZ Generation. Since then, one of their members, Suga, has regularly promoted S products on various occasions. Especially during Suga's Agust D Tour 2023, BTS fans, ARMYs, were in front of the stage, seeing that Suga preferred to take selfies with Company S phones ([Samsung Seeks More Marketing Collaborations with BTS, Other “hallyu” Stars, n.d.](#); Schiffman & Wisenblit, 2015; Setiawan & Candraningrum, 2021).

BTS members and their collaborations with S have been widely popular among fans, especially the ones who love technology. Apart from promotional events and advertisements, the members have

made subtle but impactful references to S's products in their concerts and fan meets. Suga, in his concert, Agust D Tour 2023, made a similar move during one of their concerts, where he noticed fans with Company S phones near the stage. The fans were pleasantly surprised when Suga chose to take selfies with them using the same phone brand. He even used his tagline "No 'I', Only 'Galaxy'" while taking the selfies, which made the fans feel special and valued. Such gestures from the members not only promote the brand but also create an emotional connection with the fans. Even a few of them buy S products only to get noticed by Suga in the concert. Apart from the selfies, many ARMY members also shared their experiences and reviews about the phone's camera quality. The night photography technology in particular received high praise from fans who used it during the concert for recording and capturing memories. The phone's ability to capture clear and detailed pictures even in low light conditions left fans in awe (Pertiwi, 2023; Putra et al., 2014).



Figure 2. Post on Social Media X about many of fans gave up their old phone and buy Samsung only because of Suga

Because of that, Company S's brand image became even more positive in the eyes of ARMYs. This campaign successfully increased Company S share price about 11.4 percent only during Suga Agust D Tour 2023 tour period. (www.halokataalks.com). Not only Suga, fans also found other members using Brand S products in their daily lives and sharing photos of them using Brand S products and accessories on their social media ([Frida, 2022](#); [Grewal & Stephen, 2019](#); [Jae et al., 2023](#)).



Figure 3. RM of BTS post on Twitter (now X) using Samsung Flip 1

S's collaboration with BTS on their marketing campaign has resulted in a phenomenon known as the ARMY community. This community uses S products, as seen from the news reported by Tirto.id (2020). The S BTS Edition package, which includes the Products of BTS limited edition, was sold out in South Korea within 57 minutes on S's website. The package was priced at 1,584,000 won or around Rp18.6 million (exchange rate of Rp11.76). The sales began at 10:00 a.m. KST, and some buyers had to wait due to a pop-up notification stating a spike in visitors on S's official website (Belanche et al., 2020; Choi, 2023; Meilina, 2022).



Figure 4. Twitter (now X) S News with news article announcing BTS's selection as S's Brand Ambassador

S recently announced a collaboration with BTS on their X account, which has generated a lot of excitement among BTS fans. The news post has been reposted 4,624 times and received 14.8k likes. BTS has a significant influence on their fans, known as ARMYs, and this collaboration is expected to strengthen S's position in the gadget market while also providing fans with limited-edition S products related to their idols. The collaboration will also feature BTS members as models in advertisements, which will further attract fans to purchase limited-edition S products. BTS members have shown their support for this collaboration through tweets, demonstrating their enthusiasm for the partnership. Overall, The partnership between Company S and BTS is expected to be a win-win for both parties. Company S has been able to tap into BTS's massive fanbase and enhance its brand image, while BTS has been able to partner with a reputable company that shares its values and ideals and satisfies the loyal ARMYs who have always supported BTS.

The collaboration has been highly anticipated by fans of both BTS and the "S" brand. The band members have been featured in various advertisements, showcasing the brand's products in their music videos and social media posts. The campaign also includes limited edition merchandise, with BTS-themed designs on "S" brand products ([Ajje Nugraha et al., 2015](#); [Azis & Ulfa, 2020](#)).

This collaboration is not only beneficial for the "S" brand, but for BTS as well. It allows them to expand their reach and gain new fans who may have yet to become familiar with their music. Overall, the collaboration between BTS and the "S" brand has been a successful partnership, bringing together two powerful entities and creating a buzz in the industry. Fans and consumers alike are excited to see the collaboration's future projects.

Furthermore, the partnership has highlighted the effectiveness of social media as a tool for marketing and advertising. BTS has an enormous social media following, with millions of followers across different platforms. By incorporating the "S" brand in their posts and videos, they have been able to connect with a vast audience and generate excitement about the campaign. The collaboration between BTS and the "S" brand has the potential to generate significant interest in the brand's products. Through their campaign, they aim to raise awareness and spark purchase intent among their audience. This collaboration is a testament to the power of effective marketing and strategic partnerships.

In the year 2020, they were appointed as S's brand ambassadors, and a limited edition BTS smartphone was launched. One of their members, Suga, regularly promotes S products. During his concert in 2023, he showcased S products and interacted positively with ARMYs, which helped increase S's market share. Researchers conducted a study to determine the impact of the collaboration with BTS on sales performance and S's brand image. Because Word of Mouth and Purchase Intention have an important role in this research.

Theory of Planned Behaviour (TPB)

When conducting research, having a reference or framework to guide your study is critical. Typically, theories are categorized into two groups: the Theory of Planned Behaviour (TPB) and the Theory of Reasoned Action (TRA). According to ([Ajzen, 1991](#)), the TRA is a more advanced version of the TPB. Researchers frequently use TPB to investigate an individual's motivation for specific behaviours at a particular time and place. Establishing the relationship between model

factors and actual performance, as well as observable behaviour, is the goal. Research focused on the motivation of behaviour related to attitude, subjective norms, and perceived behavioural control often employs the TPB ([Chiu et al., 2017](#)).

The Theory of Planned Behaviour (TPB), according to ([Bosnjak et al., 2020](#)), is divided into three types of considerations: behavioural beliefs, normative beliefs, and control beliefs. Behavioural beliefs relate to predicting the consequences of social behaviour, while normative beliefs refer to significant beliefs about others' expectations regarding that behaviour. Control beliefs refer to beliefs about factors that could facilitate or hinder behaviour. This theory is a useful foundation as it can explain human behaviour in various fields and plays a significant role in the community environment ([Yadav & Pathak, 2017](#)). ([Bosnjak et al., 2020](#)) state that the Theory of Planned Behaviour (TPB) can be influential, as its effects can impact behaviour and also influence subjective norms toward interests moderated by perceived societal behaviour control.

Word of Mouth (WOM)

Based on research conducted by ([Krishen et al., 2020](#)) Word-of-mouth (WOM) is a form of interpersonal communication between consumers that discusses a product or service, often without the direct involvement of a company. It's crucial to the success of many brands. WOM refers to the communication of information about products or services by individuals who are not affiliated with the selling company ([Silverman, 2001](#)). Not only that, according to ([Silverman, 2001](#)) communication can take place through various channels such as conversations, testimonials, emails, list groups, and other forms of communication that aim to create a favorable impression of a product or service and attract potential customers. Word-of-mouth (WOM) is considered one of the most reliable sources of information when it comes to making a purchase. The reason is that the consumers who share their opinions about a product or service have no personal interest in promoting it, making their opinions highly credible. Such communication can occur either in person or through electronic media, and people who share such information may either know each other in person or only interact online.

Based on ([W.O.M.M.A., 2007](#)), The Core of Word-Of-Mouth Marketing rests on the principles of customer satisfaction, transparent communication, and two-way dialogue. Here are some fundamental elements:

- Educating people about your products and services
- Identifying individuals who are likely to share their opinions
- Providing tools that facilitate the sharing of information
- Examining how, where, and when opinions are exchanged
- Listening and responding to supporters, detractors, and neutrals.

There are two types of Word-of-Mouth, Organic and Amplified Word-of-Mouth. Organic Word-of-mouth (WOM) is a powerful marketing strategy that happens naturally when people become advocates for a product they love. Here are some practices that can help enhance organic WOM activity:

- Priorities customer satisfaction

- Enhance product quality and usability
- Respond promptly to customers' concerns and criticism
- Engage in open dialogues and listen to feedback
- Build customer loyalty

Amplified Word-of-mouth (WOM), on the other hand, is when marketers launch campaigns to encourage or accelerate WOM in existing or new communities. Here are some practices that can amplify WOM activity:

- Create communities
- Develop tools that facilitate the sharing of opinions
- Encourage advocates and evangelists to promote the product
- Give advocates information that they can share
- Use advertising and publicity to initiate conversations and generate buzz
- Identify and engage with influential individuals and communities
- Monitor online conversations to stay up-to-date

Purchase Intention

Based on research conducted by [\(Liu et al., 2019; Tanzaretha & Rodhiah, 2022\)](#) stated that "Purchase intentions occur when consumers already know information about the product or service to be targeted and it is also shaped by consumer evaluations of products or attitudes towards a brand combined with external driving factors". Purchase intention is used to measure people's tendency to make transactions on products [\(Liu et al., 2019\)](#). However, the implementation of this research tends to be difficult because to measure measuring instruments in purchase intention, the nature of some concrete behaviours is needed [\(Liu et al., 2019\)](#). It is natural for people to have a purchase intention, and various components of a brand's products can impact their buying interest. One such component is the interactions between influencers. Influencer interactions can influence people's interest because of the recommendations made by influencers like content creators, celebrities, and advisors. These recommendations can be persuasive and attract public interest. Furthermore, the study found from [\(Sun et al., 2022\)](#) that influencers who were perceived as authentic and genuine were more likely to have a greater impact on purchase intention. This highlights the importance of brands partnering with influencers who align with their values and have a genuine connection to their products. the potential of influencer marketing as a powerful tool for brands to increase their sales and reach a wider audience.

Brand Ambassadors

Based on research conducted by [\(Lea-Greenwood, 2012\)](#) explained that brand ambassadors are people employed by companies to promote products or services and increase sales by building brand awareness and trust. In other words, brand ambassadors are carried out by many large companies to influence public interest in the products marketed [\(Sriyanto & Kuncoro, 2019\)](#). Based on the conclusions made by [Sriyanto & Kuncoro \(2019\)](#), the purpose of using brand ambassadors in the Company is to generate public interest in using products. Brand ambassadors chosen by the Company have their assessments and characteristics, this is done based on branding

that will be published by the Company through a celebrity. Based on research conducted by ([Lea-Greenwood, 2012](#)) highlight several key indicators of a brand ambassador. These include:

1. Transference: When a celebrity endorses a brand that aligns with their profession or public image.
2. Congruence: A crucial concept in brand ambassadorship, it refers to the match or suitability between the celebrity and the brand.
3. Credibility: The extent to which consumers perceive the ambassador as knowledgeable, expert, and trustworthy to provide objective information.
4. Appeal: The power of non-physical attractiveness that can enhance a product or advertisement.
5. Power: The charisma of the source that can influence consumers to purchase or use a product.

Hypothesis Development

Based on the Literature Review, a hypothesis is posited as follows:

H1. The Word of Mouth exerts a positive and significant impact on purchase intention

Social networks have become increasingly popular in recent times, and it has become a platform where people share their personal opinions and experiences about the products they use. This has led to the emergence of a new form of Word of Mouth known as Word of Mouth (WOM). According to ([Farzin & Fattahi, 2018](#)), WOM has become an important factor in consumer decision-making, and it is more effective than traditional Word of Mouth. This is because WOM is easily accessible, and it reaches a wide range of people within a short time. Therefore, businesses need to take advantage of this and leverage social networks to enhance their brand awareness and increase their sales. In conclusion, the impact of Word of Mouth on purchase intention cannot be underestimated, and businesses need to recognize the importance of WOM to succeed in today's market.

H2. Brand Ambassador exerts a positive and significant impact on purchase intention

The study showed that consumers are more likely to trust and have a positive perception of a brand when it is endorsed by a Brand Ambassador. Furthermore, the study found that the effectiveness of Brand Ambassadors varies depending on the product being promoted. For example, A case study on the Tokopedia brand ambassador's impact on purchase intention has been carried out by [Syahidah & Rachmi \(2021\)](#). Overall, the research by [Syahidah & Rachmi \(2021\)](#) highlights the importance of Brand Ambassadors in influencing consumer behavior and purchase intention.

METHOD

The research was conducted using quantitative methods. Researchers use the quantitative method because the results of the data collected are numerical data and use statistical techniques so that

they can obtain interpretations from the research. Research techniques were carried out in research using non-probability sampling using convenience sampling techniques in the study. The sampling size in the study was collected as many as 122 respondents and the respondents were people who know the band BTS as the brand ambassador of brand "s". The data was collected using Google Forms and the questionnaire used by the researchers had a Word-of-mouth variable and a brand ambassador variable. The analysis technique uses the SEM program. However, to assess the items within the variables, a Likert scale (scale 1-5) is employed.

Table 1. Likert Scale

Likert Scale	
Score	Information
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Totally Agree

RESULT AND DISCUSSION

If the Average Variance Extracted (AVE) exceeds 0.50 (>0.50), convergent validity will be deemed conclusive. Table 1 reveals AVE results surpassing 0.5, confirming the validity. The employed variables are deemed valid. Subsequently, the outcomes of the data calculations are presented below.

Table 2. Average Extracted Variance Analysis Results

Variable	Average Variance Extracted (AVE)
Brand Ambassador	0,530
Purchase Intention	0,593
Word of Mouth	0,511

Based on the data that has been collected, it can be found that the AVE value in the brand ambassador variable reaches 0.530 which is valid to be stated as research data. Furthermore, the purchase intention variable has reached 0.593 which is valid to be stated as research data. Then for the word of mouth variable reached a number of 0.511 which is a valid number to be expressed as research data.

The researcher's calculation of the coefficient of determination (r^2) reveals that the dependent variable, Purchase Intention, can be elucidated by the independent variable, word of mouth. The subsequent table presents the data from the Analysis of the coefficient of determination (r^2).

Table 3. Coefficient of Determination Analysis

	R-Square	R-Square Adjusted
Purchase Intention	0,534	0,526

According to the effect size (f^2) results, it is clear that the functional impact (independent variable) demonstrates a moderate level of effect ($0.105 \leq f^2 \leq 0.35$), with a recorded value of 0.105 for Purchase Intention (dependent variable).

Table 4. Effect Size (f^2) Result

	BA	PI	WOM
BA		0.010	
PI			
WOM		0.357	

According to Hair et al., (2019) the p-value results in the study serve as an indicator of the hypotheses' significance. A hypothesis is considered significant when its p-value is less than the specified significance level in the bootstrapping algorithm, which is set at 1.071. The researcher clarifies that the bootstrapping method provides data in the form of t-statistic values, p-values, and original sample values (path coefficients). To determine the significance of data acquisition, the t-statistic value should exceed 1.96 ($> |1.96|$), and the p-value should be under 0.05 (< 0.05). If the original sample value approaches 1, it signifies a positive test, while a value approaching -1 indicates a negative test.

Figure 5. Bootstrapping Analysis Results (Direct Effect)

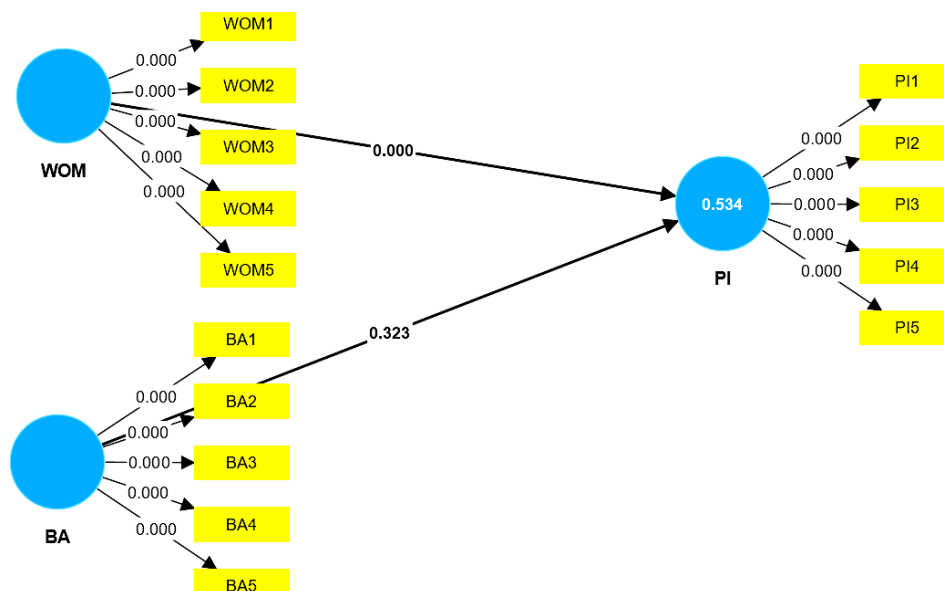


Table 5. Bootstrapping Analysis Results (Direct Effect)

	Original Sample (O)	T-Statistics (O/STDEV)	P Values
BA-> PI	0,108	0,987	0,323
WOM -> PI	0,644	7,154	0,000

In the data attached above, it is found that Word of Mouth has a positive and significant influence on purchase intention. This can be seen from the data that shows that the P-value is 0.000. As for Brand Ambassadors, it has a positive influence, but not significant. This can be seen based on the data above which shows that the P-value is 0.323. Such insignificant influence has some influence from several factors such as popularity, credibility, attractiveness, and strength.

The results of the initial hypothesis (H1) confirm that word of mouth exerts a positive and significant impact on purchase intention. This study's findings align with previous research, particularly the work of [\(Farzin & Fattahi, 2018\)](#), who asserted that word of mouth has a positive and significant influence on purchase intention. Consequently, the present study was undertaken to validate and build upon prior research regarding the impact of word of mouth on purchase intention.

Upon conducting the investigation, the researcher identified a t-statistic value of 7,154, surpassing the threshold of 1.96 (>1.96), and a p-value of 0.000, falling below 0.05 (<0.05), signifying the research's significance. The obtained result is positive, reflected in the data with a value of 0.644. Based on the data analysis, it can be concluded that word of mouth, particularly with Suga as a brand ambassador for brand "S" in the Jabodetabek region, exerts a positive and significant influence on purchase intention. The obtained result is positive, reflected in the data with a value of 0.644.

Meanwhile, the results of the initial hypothesis (H2) confirm that brand ambassadors exert a positive but not significant impact on purchase intention. This study is unlike the studies of [Syahidah & Rachmi \(2021\)](#), who asserted that the effectiveness of Brand Ambassadors varies depending on the product being promoted. Consequently, the present study was research regarding the impact of Brand Ambassadors on purchase intention.

The researcher identified a t-statistic value of 0,987, surpassing the threshold of 1.96 (>1.96), and a p-value of 0.000, falling below 0.05 (<0.05), signifying the research's significance. The obtained result is positive, reflected in the data with a value of 0,108. Based on the data analysis, it can be concluded that as Brand ambassador, BTS for Brand “S” in the Jabodetabek region, exerts a positive influence but not significant influence purchase intention.

CONCLUSIONS

Based on the conducted research, it can be concluded that:

As the influence of social media continues to grow, it's easy to overlook the power of word of mouth. However, in certain situations, word of mouth can be an incredibly effective marketing tool. The case of BTS members serving as brand ambassadors for brand "S" in the Jabodetabek region is a great example of this. BTS is one of the most popular music groups in the world, and their fans are incredibly loyal. When BTS members endorse a brand, their fans take notice. The Word of Mouth variable has a value of 0.108, so this shows that social media has grown rapidly and shows the power of word of mouth. As a result, word of mouth becomes a very effective marketing tool, especially in the case of BTS and the very famous "S" brand. This is because the BTS members are able to promote the product easily and the fans can easily know about the product. Therefore, it is important for companies to ensure the quality of their products and services is well maintained so that consumers do not feel disappointed and still provide positive testimonials. That way, word of mouth will be a more effective marketing tool for companies and can help increase consumer trust in their brand.

Although BTS members serve as brand ambassadors for Brand "S" in the Jabodetabek region, their impact on purchase intention is not significant. While they exert a positive influence, it is not enough to influence customer purchase decisions. There could be several reasons for this. One possibility is that customers in the Jabodetabek region are not as familiar with BTS as they are in other parts of the world. Another reason could be that while BTS members are popular, they may not be seen as experts in the products or services that Brand "S" offers. It is also possible that customers in this region prioritize other factors, such as price or quality, over celebrity endorsements. The influence of Brand Ambassador on Purchase Intention has an insignificant influence because the original sample with a value of 0.644. This can be caused by several factors, such as the lack of knowledge of people in Jabodetabek about BTS, or the existence of other priorities such as price and quality that take precedence over celebrity endorsements.

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