

## The influence of hedonic lifestyle and self-control on consumptive purchasing behavior of NCT fans in Indonesia

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### ABSTRACT

The presence of K-Pop indicates that individuals tend to exhibit consumptive behavior towards themselves. This behavior arises when a fan wants to purchase items used by their idols. Unbeknownst to them, this behavior can lead to hedonic lifestyle and lack of self-control. The phenomenon of purchasing items causing consumptive behavior led to the research titled 'The Influence of Hedonic Lifestyle and Self-Control on Consumptive Purchasing Behavior of NCT (Neo Culture Technology) Fans in Indonesia.' The population in this study was 277,499 individuals found on the Twitter account @NCT\_Indonesia, with a sample size of 384 people using the Accidental Sampling data collection method. The results of this study significantly show an influence on the emergence of consumptive behavior in individuals.

Keywords: Consumptive behavior, hedonic lifestyle, k-pop fans, self-control

### ABSTRACT

#### *Pengaruh antara gaya hidup hedonis dan kontrol diri terhadap perilaku konsumtif pembelian merchandise pada penggemar NCT di Indonesia*

Adanya K-Pop menunjukkan bahwa setiap orang cenderung memiliki perilaku konsumtif terhadap dirinya. Perilaku tersebut muncul ketika seorang fans ingin membeli barang-barang yang dipakai oleh idolanya. Tanpa disadari perilaku tersebut bisa menyebabkan gaya hidup hedonis seseorang dan kurangnya kontrol diri pada seseorang. Fenomena pembelian barang yang menimbulkan seseorang berperilaku konsumtif, maka penelitian "Pengaruh antara gaya hidup hedonis dan kontrol diri terhadap perilaku konsumtif pembelian merchandise pada penggemar NCT (Neo Culture Technology) di Indonesia" dilakukan. Populasi dalam penelitian ini sebanyak 277.499 orang yang terdapat pada akun twitter @NCT\_Indonesia, dengan sampel sebanyak 384 orang dengan menggunakan metode pengambilan data Accidental Sampling. Hasil penelitian ini menunjukkan secara signifikan dapat mempengaruhi timbulnya perilaku konsumtif pada seseorang.

**Kata kunci:** Fans k-pop, gaya hidup hedonis, kontrol diri, perilaku konsumtif.

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**INTRODUCTION**

The evolution of the entertainment world in the era of globalization has the potential to influence societal conditions, particularly in Indonesia. One of the developments shaping these conditions is the evolution of culture. Korean culture, commonly referred to as the Korean Wave, stands out as a prominent influence on the entertainment scene in Indonesia. The widespread phenomenon of the Korean Wave in the Indonesian entertainment industry is primarily attributed to Korean Pop, more commonly known as K-Pop. A notable aspect related to K-Pop is the emergence of boybands and girlbands, both comprising a group of male or female individuals respectively, united under the management of a music agency with two or more members. Several well-known boybands and girlbands in Indonesia include NCT (Neo Culture Technology), BTS (Bangtan Boys), STRAY KIDZ, ITZY, IVE, and others [1].

NCT, or Neo Culture Technology, is one such boyband originating from the South Korean music management, SM Entertainment. NCT consists of four sub-units: NCT 127, NCT DREAM, NCT U, and WAYV, with a total of 20 members. NCT made their debut and were introduced to the public in 2016. Notably, NCT's members hail not only from South Korea but also from various countries such as Canada, the United States, Japan, China, and Thailand.

Boybands or girlbands originating from South Korea undoubtedly have fans scattered across the globe, and Indonesia is no exception. Fans who are part of the same community are commonly referred to as a fandom. Fandom plays a crucial role in the relationship among fans because it enables them to interact with their idols at times [2]. Social media is the usual platform used by fandoms for interaction, with Twitter being a prevalent choice due to its accessibility through laptops or mobile phones, allowing users to connect anytime and anywhere [3].

The positive impacts of joining a fandom include making new friends and gaining new knowledge of foreign languages or cultures, which can be a source of motivation for individuals to learn. On the other hand, the negative consequences of joining a fandom

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include a tendency towards consumptive behavior influenced by the fandom. One of the adverse effects of such consumptive behavior is the purchase of merchandise (light sticks, photocards, albums, t-shirts, and other accessories) [4]. For fans, acquiring merchandise may become a perceived necessity as it helps define their identity as a fan [5].

Previous research findings indicate a strong correlation between hedonistic lifestyle and self-control in K-Pop consumption during adolescence [6]. This implies that each of these three factors has an equal amount of influence. Meanwhile, other studies suggest that consumptive behavior is a phenomenon impacting people's lives today. Current habits and lifestyles are rapidly shifting towards greater luxury and excessiveness, particularly in terms of appearance, which can result in consumptive behavior. This behavior tends to involve higher costs, as it is no longer solely about meeting needs but often about fulfilling desires [7].

Consumptive behavior can manifest in individuals of any age and gender. However, those inclined towards consumptive behavior are typically more frequently found among women than men, as women often make purchases not out of necessity but consider shopping as a form of celebration [8].

As times evolve and progress, numerous aspects of life emerge, prompting individuals to strive for satisfaction to achieve happiness. Many people believe that true happiness lies in enjoying life by having fun, and this can be done by anyone [9]. The Indonesian Consumer Foundation defines consumptive behavior as a tendency for someone to consume something without limits, always prioritizing desires over needs [10]. Thus, consumptive behavior can be understood as a purchasing or using behavior not based on rational considerations and tends to involve consuming without specific limits [11]. Two factors contribute to consumptive behavior: internal and external factors. Within internal factors, two aspects influence consumptive behavior: self-concept and lifestyle. External factors influencing consumptive behavior include reference groups or activities influenced by the roles of friends and the surrounding environment [12].

Generally, adults are entrusted with the responsibility of managing their finances. Therefore, they feel free to use their money without direct supervision, which can lead to less rational use of funds. Individuals who cannot responsibly handle their finances are more likely to make emotional decisions, leading to consumptive purchases [8].

Among the factors mentioned above, the causes of consumptive behavior in fans of NCT (Neo Culture Technology) are hedonistic lifestyle and self-control. The hedonistic

lifestyle is a highly appealing form of living, particularly among teenagers. It involves a pattern of behavior where an individual engages in activities solely for the purpose of seeking pleasure in life, spending time and money solely for enjoyment with friends [13]. Subsequent research indicates a positive correlation between hedonistic lifestyle and consumptive behavior in adolescent girls in Kupang [14]. The term "hedonism" originates from the Greek word "hedone," meaning pleasure. Hedonism, as a life philosophy, considers pleasure and enjoyment as the primary goals in life. Indirectly, a hedonistic lifestyle directs individuals towards activities aimed at seeking pleasure, leading to spending more time outside the home for fun with friends. It also involves the joy of buying items that may not have any utility value, and a desire to always be the center of attention in their social environment [6].

The researcher asserts, "life style is a life pattern, the use of money and time that a person has" [15]. A similar sentiment is echoed by Susanto, who defines a hedonistic lifestyle as one that directs activities toward seeking the pleasures of life, involving spending time outside the home, engaging in more leisure activities, finding joy in city crowds, purchasing non-essential goods, and always desiring to be the center of attention [16]. Various theories on hedonistic lifestyles can be summarized, stating that a hedonistic lifestyle is a behavior prioritizing pleasure and enjoyment as life goals, achieved through spending time and money on activities, interests, and opinions [13].

The aspects of a hedonistic lifestyle can be reflected through AIO (Activities, Interest, and Opinion). Engel, Blackwell, and Miniard identify three aspects of a hedonistic lifestyle: (a) Interest, which is something attractive from the environment that brings joy and pride when noticed; (b) Activities, representing how individuals utilize or spend their time through tangible actions; (c) Opinions, reflecting an individual's views about themselves and aspects related to the pleasures in their life [17].

Someone with a hedonistic lifestyle tends to be oriented towards the values of pleasure, materialism, and entertainments, leading them to emphasize the consumption of goods to attain enjoyment or satisfaction [14]. Hedonistic lifestyle is influenced by two factors: internal and external. According to Kotler, internal factors contributing to hedonistic lifestyle include attitudes, experiences, observations, personality, self-concept, motives, and perceptions. Meanwhile, external factors influencing hedonistic lifestyle encompass reference groups, family, parenting styles, and social class [13]. In addition to these factors, research indicates that gender can also influence hedonistic lifestyle [18], [15]. Hedonistic

lifestyle is acceptable when it serves as a form of self-reward or provides personal enjoyment in navigating life [19].

This research also explains that the higher the self-control, the lower the consumptive behavior in purchasing a product. Conversely, if someone's self-control is lower, their consumptive behavior in purchasing a product tends to be higher [20]. Self-control is an ability possessed by an individual to manage their behavior by assessing situations and regulating their actions accordingly [21]. In other research findings, individuals who frequently engage in rule-breaking behaviors tend to exhibit impulsive and destructive traits, displaying aggression in acting on their impulses without considering maturity [17], [21].

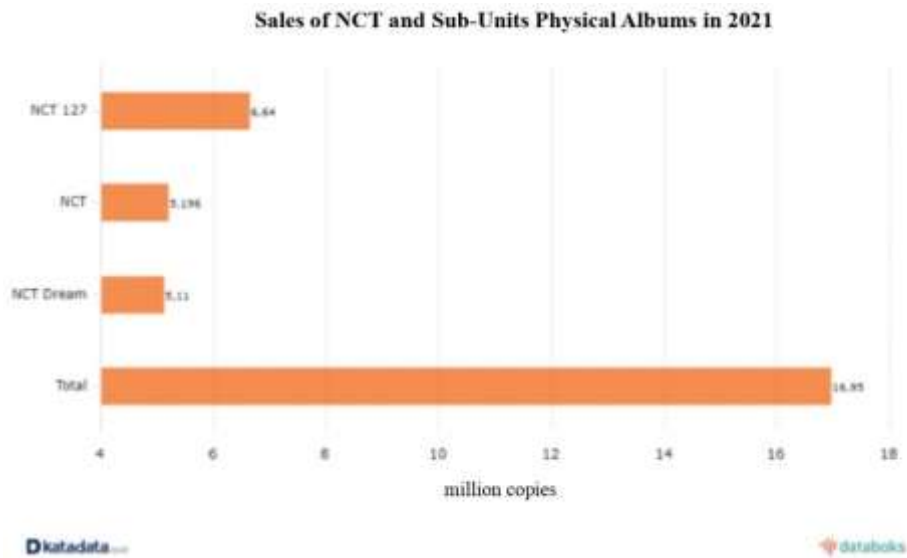
Self-control plays a crucial role in the purchasing process, as it can guide and regulate individuals to engage in positive behaviors, such as spending on things that align with their needs or utility. Someone with high self-control is an individual prepared to behave in accordance with the norms, customs, and values derived from the religious teachings of the community in which they reside [22].

Self-control is the ability of both the body and mind to do what one ought to do. It involves making accurate decisions when facing temptations, even when both positive and negative thoughts arise simultaneously [23]. Self-control enables an individual to reconsider the consequences of making risky choices and to distance oneself from problems, acting swiftly [23]. It is a behavioral control that significantly impacts an individual's purchasing decisions [24]. There are two main reasons why someone should exercise periodic self-control. Firstly, living with others requires individuals to control their desires to avoid disturbing others. Secondly, individuals routinely set personal standards of needs, necessitating the control of behavior to align with social expectations [25].

Three aspects influence self-control: behavioral control, cognitive control, and satisfaction control [13]. Meanwhile, two broad factors affecting self-control are internal and external factors. The internal factor influencing self-control is age; as individuals age, their ability to exercise self-control improves. External factors influencing self-control include the family environment, where parents who enforce discipline on their children instill early discipline. Hence, parents remain consistent in applying consequences when their child deviates from what has been taught [1].

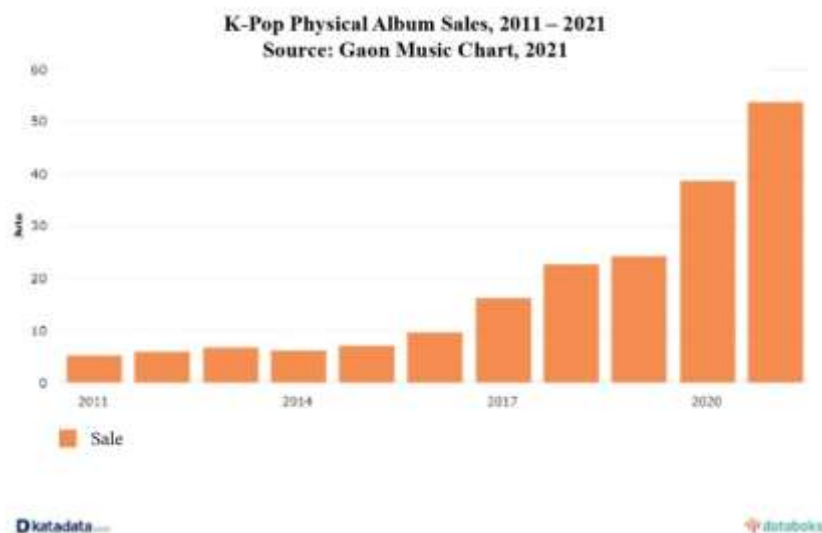
Therefore, the researcher conducted a study on the NCT (Neo Culture Technology) fanbase in Indonesia due to the significant number of K-Pop enthusiasts in the country and

the increasing sales of merchandise, especially albums, in Indonesia. This can be observed in the data chart below.



**Figure 1. NCT and Sub-unit Physical Album Sales in 2021**

As seen in the above data, in 2021, a total of 16.95 million copies of NCT's physical albums were sold (source: Gaon Music Chart, 2021). This increase can be attributed to the growing number of NCT fans in Indonesia. Meanwhile, in recent years, the purchase of physical albums in the K-Pop industry has seen an upward trend. This can be observed in the data below.



**Figure 2. K-Pop Physical Album Sales 2011-2021**

From the two data sets above, it can be observed that the sales of K-Pop physical albums have been increasing each year, especially in the case of the sales of albums by the boy group NCT (Neo Culture Technology), which reached 16 million copies in 2021 (Source: Gaon Music Chart, 2021). With the significant rise in interest in K-Pop, the researcher aims to investigate this ongoing phenomenon.

## METHOD

This research employs a quantitative method, where the population comprises all followers of one fanbase on Twitter (@NCT\_Indonesia) with a total of 277,499 followers. In determining the sample size, the researcher used the Isaac and Michael table with a 5% margin of error, resulting in a sample size of 384 individuals. Sampling was conducted online through a questionnaire using the Likert scale. The instruments were distributed on the Twitter platform using Accidental Sampling data collection techniques.

The reliability of the scales used by the author was 0.901 for the consumptive behavior scale, consisting of 16 statements. Meanwhile, the hedonistic lifestyle scale had a reliability value of 0.894 with a total of 15 statements. The self-control scale had a reliability value of 0.784 with a total of 11 statements. Thus, the reliability for each measurement tool falls into the high category as the values approach 1. The reliability calculations were performed using SPSS (Statistical Program for Social Science), while the assumption test calculations were conducted using JASP (Jeffrey's Amazing Statistics Program).

## RESULTS AND DISCUSSION

The results of the assumption test for this study are presented in Table 1 below.

Table 1 Assumption Test Results

		Shapiro-Wilk	p
Consumptive Behavior	Hedonistic Lifestyle	0.779	< .001
Consumptive Behavior	Self-Control	0.829	< .001
Hedonistic Lifestyle	Self-Control	0.721	< .001

Based on Table 1 above, the Sig value = <.001 indicates that the significance value is <0.05, suggesting that the data is not normally distributed. Since the data is known to be non-normal, the subsequent analysis will use non-parametric correlation analysis. The correlation test results are presented in Table 2 below.



**Table 2 Correlation Test Results**

Influence of Variables	Original Sample	t Statistics	p-Value	Criteria	Description
Consumptive Behavior > Hedonistic Lifestyle	0.661	0.795	0.001	$P < 0.01$	Positive and highly significant influence
Consumptive Behavior > Self-Control	0.586	0.672	0,000	$P < 0.01$	Positive and highly significant influence
Hedonistic Lifestyle > Self-Control	0.568	0.645	0.001	$P < 0.01$	Positive and highly significant influence

As observed in the results presented in Table 2, particularly in the Spearman's table, there is a significant correlation ( $p = <.001 <0.05$ ) between Consumptive Behavior and both Hedonistic Lifestyle and Self-Control. Based on the table above, the effect size for the correlation between consumptive behavior and hedonistic lifestyle is large ( $r = 0.661$ ), where this value exceeds 0.5 ( $>0.5$ ), while the effect size for the correlation between consumptive behavior and self-control is moderate ( $r = 0.586$ ) as it falls within the range of 0.3-0.5.

The impact of self-control on consumptive behavior has a larger effect size compared to the impact of hedonistic lifestyle on consumptive behavior, with a value of 0.829 in the above research results. This value has a significant p-significance of  $<0.001$  and indicates a highly significant positive influence. This can be attributed to individuals lacking the effort or intention to control themselves against impulsive purchases that lead to consumptive behavior. Heni states that every individual needs to make an effort to regulate their own behavior [26]. Thus, individuals are expected to be able to recognize that the consumptive culture occurring within them may become increasingly concerning over time.

There are several factors influencing self-control according to Gufron & Rini, namely internal and external factors. The internal factor that can affect self-control is age. With increasing age, it is expected that individuals can manage their desires effectively [27]. The second factor is external, which is the environment. The closest and most interactive environment for an individual is the family environment; thus, the role of parents or the family can influence an individual's self-control.

In addition to self-control, hedonistic lifestyle also has an impact on the emergence of consumptive behavior in individuals. A hedonistic lifestyle can create a tendency for someone to exhibit behavior through interactions aimed at obtaining pleasure and freedom [28]. Hawkins states that lifestyle can be a fundamental motivation in making choices [29].



With such a lifestyle and self-control, individuals may develop consumptive behavior. According to Sumartono, consumptive behavior is an action that uses a product but does not finish it, meaning that the product is not fully used before purchasing a new one of the same type [5], [30]. The highly significant positive influence between hedonistic lifestyle and self-control can be seen in the results in the table above, which is 0.58. This phenomenon can also occur within the scope of K-Pop enthusiasts, especially NCT fans. Some fans tend to continuously purchase new products because they feel unsatisfied with the products they bought previously.

## CONCLUSION

Based on the research findings, it can be concluded that both hedonistic lifestyle and self-control significantly influence the emergence of consumptive behavior among NCT (Neo Culture Technology) fans. Thus, all three variables have normal significance values and are interrelated, with each variable affecting the others. Although the influence of self-control has a higher percentage value on consumptive behavior, the presence of a hedonistic lifestyle also contributes to the emergence of consumptive behavior among fans. NCT (Neo Culture Technology) fans are expected to restrain themselves from purchasing items with no practical value and to exercise control over buying merchandise that is unnecessary. This is essential to avoid actions that may lead to being perceived as not conforming to or respecting prevailing norms in their surroundings. The limitations encountered in this study include the large number of subjects used, which may affect the validity of the data obtained. Additionally, the abundance of questions for the subjects could lead to fatigue in responding, resulting in less relevant answers. For future researchers, it is hoped that they can delve deeper into the factors or indicators causing consumptive behavior. It is also recommended to reconsider the subjects and questionnaire points to address potential issues related to saturation and relevance of responses.

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