

Merchandise Brand Image Analysis in Shaping Consumptive Lifestyle A Community of Fans

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Abstract. The purpose of this study is to determine whether the brand image of a product affects on the consumptive lifestyle of a fan community. This is because there is currently the most obvious example of a boy group from South Korea and their fans. Currently, the boy group is dominating the world-class music scene, so this causes fans to be crazy about them which ends up storming merchandise that can be sold out in seconds. The method used is a verification analysis with a survey using a questionnaire distributed online to fans of the boy group. The results of the study stated that from 200 respondents' data collected, the brand image of the boy group's products had an effect on the consumptive lifestyle of the fan community.

Keywords: Brand Image, Consumptive Lifestyle

1. Introduction

The image of the K-Pop merchandise brand is already well-known in the community, especially by the fans. They remain loyal to buying because the brand image of the merchandise is already very positive in their eyes. Idols from South Korea come from different agencies, including EXO from SM Entertainment, BTS from BigHit, BlackPink from YG Entertainment, and many more. Every idol boyband or girlband they debut always has personal branding different in the eyes of fans or non-fans. Their fans sometimes arrive throughout the world, including Indonesia [1].

The phenomenon of the consumptive lifestyle of a fan community originated from the Korean entertainment industry which we usually know as Korean Pop or K-Pop. K-Pop is defined as a genre of music originating from South Korea, a pop genre that has a strong concept to attract the attention of its fans. K-Pop consists of boy bands, girl bands, and soloists. Every boy band, girl band or soloist must have an official fandom (fan club) name in Korea issued by the agency that houses the artist.

In fan culture, there are also the terms fangirl and fanboy, which are terms used to describe the fanaticism of their idols. These fans also buy their idol's merchandise like crazy. They are willing to spend their money ranging from hundreds to tens of millions of rupiah just to realize their desire to buy merchandise from their idols regardless of the form of goods. From the previous research, it said that Brand image is a set of brand associations that are formed and attached to the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency in brand image. In addition to brand image, internal factors, namely lifestyle, can also influence the consumer buying

decision process [1] The research method used is a quantitative method with multiple linear regression analysis, and the purpose of this study is to determine whether brand image has an effect on the consumptive lifestyle of a fan community.

About a consumptive behavior [1] that consumptive behavior is an individual act of buying or consuming goods or services that are not excessively needed without rational consideration and carried out to satisfy the desire for pleasure alone [2]. Brand image is the process by which a person selects, organizes, and interprets input information to create a meaningful picture. [3] Brand image is also said to be how the brand image itself can be perceived by consumers. Consumers who have a positive image of a brand will be more likely to make a purchase. [4] Brand image indicators are as follows:

1. Product attributes are things related to the brand itself, such as packaging, taste, price and others.
2. Consumer benefits, is the use of the product of the brand.
3. Brand personality, is an association regarding the personality of a brand if the brand is human.

Target market criteria which if in seller fashion is ranked first [5] therefore kpop merchandise is not only albums, but clothes from head to toe [6]. The factors that affect brand image are as follows:

1. Quality or quality, is related to the quality of products offered by manufacturers with certain brands.
2. Can be trusted or relied upon, relating to opinions and agreements formed by the community about a product that is consumed.
3. Usefulness or benefits, which are related to the function of a product that can be utilized by consumers.
4. Service, which relates to the task of producers in serving their consumers.
5. The risk is related to the profit and loss experienced by consumers.
6. Price, in this case what consumers spend to influence a product, can also affect the image related to the high or low or the amount of money in the long term.
7. Image, which is owned by the brand itself, which is in the form of customers, opportunities and information related to a brand of a particular product.

E-commerce business world is an online transaction process that is familiar to the international community for both developed and developing countries [7]. E-commerce is an activity carried out online in transacting business that are exchanged with sellers and buyers. The Kpop fan community can buy their merchandise with a Pre-Order system via e-commerce to get the items they want.

A consumptive lifestyle is an act of using a product incompletely. This means that the purchased item has not been fully used but has purchased a new item with the same function [8]. Consumptive behavior is characterized by the existence of a luxurious and excessive life, the use of everything that is considered the most expensive that provides maximum physical satisfaction and comfort and the existence of a human lifestyle that is controlled and driven by all desires to fulfill mere pleasure desires [9].

A person's consumptive behavior can be seen from the indicators, namely, they are easily attracted to fashion, easily persuaded by advertisements, persuaded by salespeople because they are lured by gifts, buy because of attractive packaging, are less realistic in shopping, wasteful, buying because they imitate what their idols use, and buy high-priced products to increase self-confidence [10]. One of the factors that influence consumptive behavior is social groups. The social environment also affects what consumers will buy. The more consumers trust and follow the development of the social environment, the more consumptive they will be [11,12].

Impact briefly and simply can be interpreted as an effect or effect. For example, due to being influenced by a similar environment, the Kpop idol fan community influences each other, resulting in a consumptive lifestyle by fulfilling their desire to buy idol merchandise that is no longer controlled, regardless of whether the item is important or not, will be used or not.

Table 1. Consumptive Behavior Dimension Table
Source : Erich Fromm (1995) *The Sane Society*. New York : Reinhart

Dimension	Indicator
Wish Fulfillment	Buy a product just because it fulfills a desire or seeks satisfaction. Buying a product just because you want to get something: the lure of gifts, big discounts or low prices
Items Out of Reach	Buying products at prices beyond your ability, trying hard to buy products out of reach using most of your pocket money or savings, to borrowing money.
Items become unproductive	Buying products regardless of their needs and benefits and uses. Buying goods based on trying the product, by buying several products (different types, both models, colors and brands)
Status	Buying a product because it maintains appearance, development of the times and lifestyle (trend). Buying products out of self-respect.

The following are the sales of Kpop albums that are growing rapidly from 2011-2021. Sales of kpop albums from 2011 to 2021 also increased rapidly. (Gaon Music Chart, 2021)

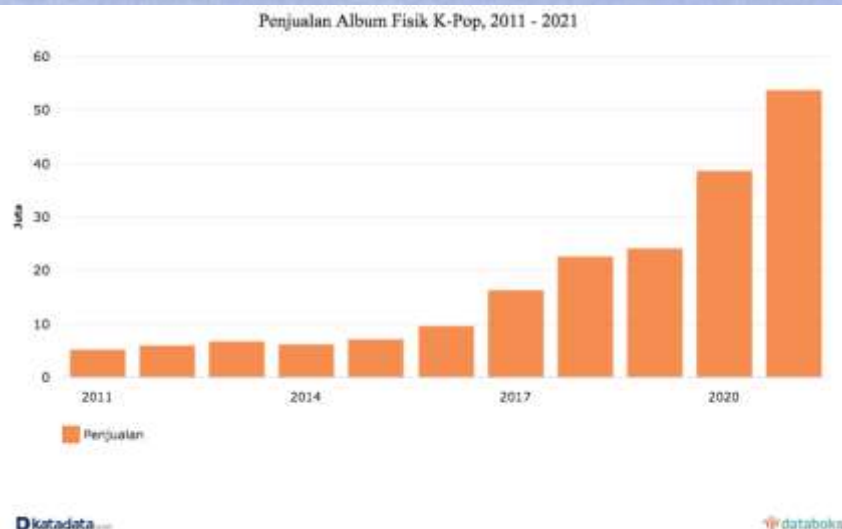


Figure 1. Kpop Album Sales Increase in 2011-2021

This indicates that from year to year, sales of idol merchandise continue to increase significantly, which is where the fan community is growing, merchandise sales are growing rapidly.

2. Research methods

The research method used is a quantitative method with multiple linear regression analysis. Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements in the form of a form to a person or group of people (respondents) to get answers, responses and information needed by researchers . The two variables measured are: Brand Image as the independent variable (X) and Consumptive Lifestyle as the dependent variable (Y). This research was carried out on April 6, 2022, by distributing questionnaires using Google Forms, and the researchers distributed them through WhatsApp groups consisting of fans of Korean idol groups. The respondents of this research are the fan community in Bandung City with a population of 800,000 people and the sampling refers to the slovin approach with a total sample of 100 respondents.

3. Results and Discussion

Table 2 Regression Statistics, the results of the data that have been processed by researchers from the questionnaires that have been given related to brand image and consumptive lifestyle.

Table 2. Regression Statistics

<i>Regression Statistics</i>	
Multiple R	0,291787065
R Square	0,085139691
Adjusted R Square	0,075804382
Standard Error	1,947881696
Observations	100

The correlation value between x and y is 0.29. Included in the low category. The value of the determinant coefficient is 0.07 or 7%. This means that x can explain y by 7% the rest is influenced by other variables.

Tabel 3. Anova

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	34,60418	34,60418	9,120178991	0,003223618
Residual	98	371,8358	3,794243		
Total	99	406,44			

Significance < alpha 0.05

So it can be concluded that there is an influence between the variables x and y.

Tabel 4. Correlation

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	6,936929944	2,234715	3,104168	0,002494451	2,502211508	11,37165	2,502212	11,37165
X Variable 1	0,473122453	0,156665	3,019963	0,003223618	0,162225934	0,784019	0,162226	0,784019

$$Y = 6.936 + 0.473X$$

This means if X is 0 then Y is 6.936

Because X is positive, the positive influence between the variables X and Y

If X increases by 1 then Y will increase by 0.473

4. Conclusion

The results showed that the correlation value of brand image with consumptive lifestyle can be said to be low, because the magnitude of the correlation value between x and y is 0.29.

To be able to say that there is an influence between brand image and consumptive lifestyle, the significance number must be less than alpha 0.05, which is where the number obtained is 0.003. This means that overall, the kpop fan community actually buys merchandise according to the brand image of their respective idols, and of course the brand image of the idol is very good in the eyes of the fan community.

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