

## **Consumptive Behavior in Early Adult NCTzen (Descriptive Study: NCTzen Fans in Tangerang)**

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**Abstract.** The spread of K-Pop is taking place rapidly around the world including in Indonesia. This has become a trend for young people, which can lead to consumptive behavior to buy things related to the idols they like. This study aims to determine the description of consumptive behavior in early adult NCTzen in Tangerang. The research method used in this study is the descriptive quantitative method. The subjects in the study amounted to 272 people with the criteria of NCT fans or NCTzen, aged 18-25 years, domiciled in Tangerang. The data collection technique used a questionnaire containing a consumptive behavior scale. The findings showed that consumptive behavior in early adult NCTzen in Tangerang showed a moderate category.

**Keywords** - Self-Control, Consumptive Behavior, NCTzen, Early Adults

### **I. INTRODUCTION**

The Korean wave that is being favored by people all over the world is spreading very fast. This *Korean wave* consists of various kinds such as K-Drama (*Korean Drama*), K-Pop (*Korean Pop*), K-Fashion (*Korean Fashion*), and others. Korean culture is very popular with many people in various countries, one of which is Indonesia. Also mentioned by Kim Jang Sil as President of the Korea Tourism Organization from a survey conducted in 26 countries found that the consumption of content related to Korean culture in Indonesia was 35% (Tashandra, 2023). This shows the great interest of the Indonesian people in Korean culture.

The spread of *Korean wave* has started a long time ago in Indonesia, starting in the 2000s through Korean drama shows on Indonesian television such as *Winter Sonata* and *Full House*. Starting from the airing of Korean dramas, the diffusion of Korean culture in Indonesia continues to grow as technology and times develop. Especially K-Pop culture which quickly spreads in Indonesia through the internet and social media. As revealed by Trihanna Kezya (female student) who has been a K-Poppers (a term for K-Pop fans) for a long time that *korean wave* and K-Pop have developed quickly in Indonesia and have even entered the daily lives of fans (Angeline, 2018). K-Pop itself is synonymous with *boygroups* (male idol groups) or *girlgroups* (female idol groups) managed by an agency or management. There are several popular *boy groups* and *girl groups* that are being favored by fans in Indonesia such as BTS, EXO, Seventeen, NCT, TXT, Blackpink, TWICE, ITZY, and Super Junior. The influence of K-Pop on Indonesian society is very large as seen from the number of teenagers who follow the fandom community of their favorite groups. With the increasing consumption of K-Pop culture, it is not uncommon to increase the excessive attitude of fans which can be seen from the behavior to follow or imitate the preferred idol or what is also called bias. This can have an effect on the consumptive behavior shown by fans by buying merchandise, albums, photocards, posters, and other things related to their idols which can cost hundreds to millions (Wangi, 2023). One *boy group* that has a large fandom in Indonesia is NCT. NCT or *Neo Culture Technology* is a group under the South Korean agency SM Entertainment. The NCT group has 23 members and the number of members will continue to grow. The NCT group is divided into several sub-units, namely NCT U, NCT 127, NCT Dream, WayV and other upcoming units (Wardana, Salsabilla, & Simanjorang, 2023). NCT Wish is the last unit of the NCT group which has debuted in February 2024 so that the total number of NCT members currently totals 27 members (Fibria, 2023). Furthermore, the NCT group has fans who are referred to as NCTzen. NCTzen is derived from the word NCT and *citizen* which means resident. NCTzen is a term used by NCT fans to identify

themselves as part of the group's fandom (News Today, 2023). NCT's popularity in its home country, South Korea, is also great. This can be seen from the implementation of the NCT Dream World Tour 2024 concert which was previously held at the Gocheok Sky Dome, South Korea. The concert was held for three days and in the middle of the concert ticket sales the tickets sold out quickly which proves the popularity of the group. The implementation of concerts at the Gocheok Sky Dome for K-Pop idols can prove the popularity of the group, because the stadium became a concert venue for world musicians such as Ariana Grande, Britney Spears, and Queen in 2020 which adds a prestigious impression to musicians who can hold concerts at the stadium (Validnews, 2023). Similarly, NCT's popularity in Indonesia, which in May 2024 held the NCT Dream World Tour 2024 concert in Jakarta, precisely at the Gelora Bung Karno (GBK) Main Stadium, showed great interest from fans to watch the group's concert. In addition, GBK Main Stadium is one of the largest stadiums in Indonesia whose capacity can reach 77 thousand spectators and has adequate facilities (Kumparan, 2024). Therefore, musicians who can perform there can be said to have recognized popularity.

Databoks compiled data on the total sales of NCT albums and their units since their debut in 2016 until 2021, which reached a total of 16.95 million physical album copies. With the number of NCT 127 album sales totaling 6.64 million copies, NCT 5.2 million copies, and NCT Dream totaling 5.11 million copies (Pahlevi, 2022). Then, based on data from Korean sales, NCT Dream's ISTJ album became one of the best-selling albums in the first week of 2023 reported by Hanteo which reached 3.6 million copies (Salsabila & Fitriada, 2023). The album sales data shows that there is great interest from NCT fans around the world in the NCT group with high album sales. The purchase of the album is certainly a support from NCT fans or NCTzen to support the preferred idol group.

NCT's album sales, NCT Dream, became the group that had the largest album sales in July 2023, reaching 3.75 million copies. Then, the K-Pop group with the next largest sales is Newjeans with 1.83 million copies followed by Treasure, EXO and other K-Pop groups (Korea.net, 2023). It can be seen that NCT Dream's album sales have high sales, this is the support of the group's fans in supporting their favorite idols.

Fans of South Korean *boy groups* and *girl groups* are known to be loyal and generous. They can spend money on the idols they love. This fan loyalty is shown to their favorite celebrities and is considered a positive action that is seen from time to time by buying items related to the celebrity they like (Perbawani & Nuralin, 2021). Like some K-Pop fans who can spend up to hundreds of millions of rupiah for their idols. One of them is Jessica (BTS fan) who has spent around 50 million in two years to support her idol. She said that buying *merchandise*, collaboration products with BTS, and items used by her idol can make her feel close to the *boy group* members (CNBC Indonesia, 2023).

Another experience from Stephanie who is a Seventeen and NCT fan. She is willing to go back and forth abroad for the sake of the groups she loves. Stephanie herself claimed to have spent approximately 142 million within a year to support her favorite idol group. The money is used to buy *merchandise*, watch idol concerts, and go to South Korea to visit places her idols have visited. He also collects *photocards*, *light sticks*, albums, and beauty products that collaborate with NCT or Seventeen (CNBC Indonesia, 2023). In addition, Rere (20 years old) also collects *merchandise* from NCT Dream such as *photocards* which started as a gift given by her friend and then she tried to buy it herself and became a habit to buy it. She admits that she can spend up to 300 thousand to buy the *merchandise*. He also realized that this habit is a form of consumptive and wasteful behavior (Liputan6, 2022).

The results of a survey that has been conducted to early adult NCTzen in Tangerang as a form of preliminary study also support the phenomenon of consumptive behavior. The survey was

conducted using a questionnaire distribution method which showed that 9 out of 14 respondents often bought merchandise without thinking carefully. All respondents were interested in buying trinkets related to their idols. Then, 8 out of 14 respondents were able to spend more money to support their idols. This is supported by the respondents' justification that they can use their savings to buy merchandise and concert tickets from the idols they like. Based on the survey, it can be seen that most respondents have the characteristics of consumptive behavior which is indicated by the ability to spend more money to buy trinkets and concert tickets for their idols and often buy idol merchandise without careful consideration. This is in line with the explanation of Perbawani and Nuralin (2021), which states that individuals who join a K-Pop fandom tend to want to make purchases of things related to their idols.

According to Mowen and Michael (in Rahmawati & Surjanti, 2021) consumptive behavior is the behavior of buying a product without logical consideration and is done only for their pleasure. This is in accordance with the previously described phenomenon where fans buy products related to their idols for pleasure alone without considering them rationally. As explained by Lina and Rosyid (1997) that individuals can be said to be consumptive if they buy a product or item that is not a rational need because the purchase is based on excessive desire rather than on their needs.

Then, based on a survey conducted by IDN Times, it was found that K-Pop fans in Indonesia are mostly filled with fans in their 20s. The age of 20 is classified as early adulthood where individuals entering the early adulthood phase are expected to behave wisely and complete their developmental tasks properly. As revealed by Putri (2019), of course, in living the lives of individuals entering the early adult phase, they need and must complete their developmental tasks,

Furthermore, Tangerang is one of the regions in Banten Province and is the third largest in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) (Seputar Jakarta, 2023). Tangerang, which is close to the capital city of Indonesia, is one of Jakarta's buffer cities. Thus, access to information and transportation tends to be easier to obtain because Tangerang is located in the city center. In this case, the spread of K-Pop culture entering the Tangerang area and its surroundings tends to be easy for young people to follow because it is a new trend. In addition, access to venue facilities for K-Pop idol concerts often takes place at ICE BSD, which is located in Tangerang Regency. This makes it easier for fans who live in Tangerang to support their idols by attending concerts. Because of this, Tangerang is an interesting area to research. Based on this background, the consumptive behavior of early adult NCTzen in Tangerang is interesting to study because researchers see the popularity of NCT in Indonesia and the support of NCT fans in supporting their idols. For this reason, this research was conducted to see a description of the consumption behavior of the research subjects.

## **II. METHODS**

The research method chosen and used is quantitative. Quantitative research is an approach that collects data in quantitative form or in a format that can be analyzed or quantified using statistical methods (Yusuf, 2014). Furthermore, the quantitative method used is descriptive type in this case used to explain the description of consumptive behavior in research subjects.

In this study, the population taken was NCT fans or NCTzen in Tangerang. Then, data collection uses a Likert scale questionnaire consisting of statements and answer choices, namely Score 4 for Strongly Agree, Score 3 for Agree, Score 2 for Disagree, Score 1 for Strongly Disagree. In this case, the questionnaire statement contains a consumptive behavior scale. The scale uses a Consumptive Behavior scale adapted from a measuring instrument made by Amalia (2019) which is based on aspects of impulse buying, irrational buying, and wastefulness proposed by Engel, Blackwell, and Miniard.

### III. RESULTS AND DISCUSSION

#### A. Results

Category	Norma	Score	F	Percentage
Low	$X < M - 1SD$	$X < 22$	31	11,4%
Medium	$M - 1SD \leq X < M + 1SD$	$22 \leq X < 33$	198	72,8%
High	$M + 1SD \leq X$	$33 \leq X$	43	15,8%

In this study, based on the results of categorization on consumptive behavior variables with 272 respondents, it shows that NCTzen with low consumptive behavior numbered 31 people (11.4%), NCTzen with moderate consumptive behavior numbered 198 people (72.8%), and NCTzen with high consumptive behavior numbered 43 people (15.8%). It can be seen that the least category in the subjects in this study is the low category which has a percentage of 11.4%. This shows that there are few early adult NCTzen who have a low category in consumptive behavior.

#### Discussion

Based on the results of the study, it can be seen that the categorization results in table 1 show that the least category in the subjects in this study is the low category which has a percentage of 11.4%. This shows that there are few early adult NCTzen who have a low category in consumptive behavior. Then, NCTzen with moderate consumptive behavior numbered 198 people (72.8%), and NCTzen with high consumptive behavior numbered 43 people (15.8%). This shows that early adult NCTzen in Tangerang have a higher percentage in the moderate category. This relates to the theory described by Engel, Blackwell, and Miniard (in Amalia, 2019) that there are three aspects to consumptive behavior, namely impulsive buying, waste, and irrational buying.

Based on the results of descriptive analysis of respondents aged 18-25 years, it was found that NCTzen fell into the moderate category as much as 72.8% and the high category as much as 15.8%. This is related to the aspect of impulse buying which is a person's behavior in buying goods without planning, considering or deciding rationally, based on desires and desires that arise suddenly. In this case, individuals can buy the latest version of their idol's album without careful consideration. This impulsive behavior can also occur because there are various kinds of *merchandise* with attractive *designs* and functions and foster strong positive feelings in fans of these products so that fans are encouraged to buy impulsively on items that attract their attention (Mowen & Minor, 2001).

Then, the aspect of wastefulness which is a person's behavior in buying goods by spending money without the need for goods that are really needed, is related to the results of the descriptive analysis, namely NCTzen, which is in the medium category as much as 72.8% and the high category as much as 15.8%. From these results, individual behavior in buying trinkets from idols that are liked and storing and displaying these trinkets without the need for goods that are really needed. This is in line with Caughey's opinion in (Boon & Lomore, 2001) which explains that individuals who have favorite idols can influence their behavior and beliefs in shopping.

As well as the aspect of irrational buying, which is a person's behavior in buying goods without considering the usefulness and function of these goods, only to fulfill pleasure. This aspect is related to the results of descriptive analysis, namely NCTzen which is in the medium category as much as 72.8% and the high category as much as 15.8%. Based on these results, individuals can buy various versions of albums from their favorite idols without considering the usefulness and function

of these items just for fun. In this case, the behavior shown by them is in line with the explanation of Veronica and Paramita (2018) which states that individuals who have a deep feeling of love for someone, in this case an idol, can bring up a new understanding of relationships, loyalty as well as devotion to their idols can encourage fans to consciously give up their time, energy, and money for their preferred idols.

#### **IV. CONCLUSION**

Based on the results of the research that has been conducted, an overview of the consumptive behavior of early adult NCTzen in Tangerang shows that the subjects have moderate consumptive behavior. Low consumptive behavior amounted to 31 people (11.4%), NCTzen with moderate consumptive behavior amounted to 198 people (72.8%), and NCTzen with high consumptive behavior amounted to 43 people (15.8%). It can be seen that the least category in the subjects in this study is the low category which has a percentage of 11.4%. This shows that there are few early adult NCTzen who have a low category in consumptive behavior.

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