

## Influence of Fan Attachment and Attitude towards Impulsive BTS Meal Purchasing Interest among Army (BTS Fans)

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ARTICLE INFORMATION	ABSTRACT
Received: 1 Januari 2023 Revised: 20 April 2023 Accepted: 30 April  <i>Keywords:</i> Fan attachment, Attitude, and Impulse Buying Interest.	This research aims to examine the factors that cause impulse buying by Army (BTS fans) which are influenced by attachment and attitude towards the product. The research was conducted by involving BTS fans who are members of groups affiliated with Kapanlagi.com media. The sample in the study was 97 people, representing a response rate of 97% of the target sample. Data analysis was conducted using PLS 3.0 and showed that fan attachment can trigger impulsive buying activity carried out by Army. In addition, attachment also has an impact on improving the view of the product by having a label with the BTS logo as a brand. However, the attitude towards the product does not necessarily lead to impulse buying interest because it requires attachment factors to build spontaneous purchases.

### INTRODUCTION

The era of globalization signifies the ease of access to information in various sectors of life. Anyone can easily share and receive information from anywhere and anytime. Every individual is free to choose according to their desires amidst the diversity that exists. In the era of the 5.0 revolution, cultural exchange between countries is very easy and can influence individual behavior, including attitudes, interests, lifestyles, needs, motivations, and so on.

Among the various cultures that enter, there must be those that are considered popular by someone or a group. South Korea is an example of a country with popular culture that has successfully gained global attention. The Korean wave, or the Korean cultural fever, has spread to an international

level and has influenced globalization, including in Indonesia (Erlyani et al., 2020).

Based on a report from Twitter at the end of 2021, Indonesia ranked first out of 20 other countries with the largest number of K-Pop fans (mediaindonesia.com). In addition, research conducted by Iprice found that most K-Pop fans are willing to spend a fantastic amount of money to support their idols (cnbcindonesia.com). According to Hollows (2000), the Korean wave phenomenon encourages K-Pop music fans to imitate the behavior and lifestyle of their idols, by buying merchandise, concert tickets, and K-Pop artist albums, as well as engaging in activities such as dance covers.

These fanatic K-Pop fans are united in fandom related to their idols, and can involve subcultures and specific activities. Adolescents aged 12 to 21 years

old are the dominant age group among K-pop fans (Monks et al., 2014). This is because teenagers are in the process of finding their identity, and they try to break away from their parents by doing whatever they like (Hurlock, 2003). According to Hidayat et al. (2022), various interesting things presented by K-pop make teenagers interested in K-pop because they feel they find what they like. Furthermore, this phenomenon has an impact on consumptive behavior.

The behavior of spending money without rational consideration or not based on needs is commonly called consumptive behavior (Sumartono, 2002). Consumptive behavior is caused by several factors, one of which is lifestyle (Swastha & Handoko, 2000). Lifestyles such as impulsive buying are formed because of the fanaticism of K-pop fan teenagers such as Generation Z (Putri et al., 2019). This is in line with Thorne and Bruner (2006) who mention that one of the characteristics of fanaticism is shown through consumptive behavior, namely the desire to obtain everything related to the fanatical object.

The Iprice research results (2021) found that K-Pop fans spend money on buying merchandise, concert tickets, and idol albums on average. BTS (Bangtan Sonyeondan) is one of the boy bands from South Korea that is increasingly popular and has many fans around the world. ARMY is the name for BTS fans that increase in number every day. They not only admire BTS's works and songs but also buy various merchandise and products related to BTS.

Interestingly, during the period of one year between 2021 and mid-2022, at least ARMY has spent almost 8 million rupiahs on buying concert tickets and merchandise, and 5 million rupiahs on album purchases. However, according to a survey conducted by idntimes, 60.4% of K-pop fans in Indonesia have an average income of one million rupiahs. These ARMY teenagers are willing to save and set aside some of their pocket money to decide to buy items that are identical to BTS. Of course, not all ARMY or K-pop fans experience the same thing, given that each fan has different abilities and incomes to spend their money on their idols.

One of BTS's latest products is the BTS Meal, a food package sold at McDonald's fast-food restaurants. The BTS Meal, which was launched in early 2021, immediately went viral and was in high

demand. However, the sales of the BTS Meal also led to impulsive buying tendencies among ARMY. Impulsive buying is a purchase made without careful planning and consideration and is often based on emotions and impulses.

The phenomenon of impulsive buying among ARMY, influenced by fan attachment and attitude towards the BTS Meal product, is an interesting phenomenon to study. The high enthusiasm of ARMY and the affordable price make the BTS Meal highly sought after and caused Indonesia to be talked about by many foreign media. Several McD outlets in Indonesia were also forced to temporarily close due to the crowds during the pandemic period. As a result of this phenomenon, McDonald's was able to increase its profits by more than 50% (liputan6.com). This proves that the BTS Meal is able to drive visits to McD restaurants and there is a significant increase in product sales.

This study aims to investigate the influence of fan attachment and attitude on impulsive buying interest in the BTS Meal among ARMY in Indonesia. This research is conducted to understand what factors influence impulsive buying interest in the context of products related to popular culture and fan preferences. The results of the study are expected to provide insights and contributions to the development of marketing strategies in the music and popular culture industry in Indonesia.

## LITERATURE REVIEW

### Impulsive Buying Interest

According to Kotler and Keller, purchasing decisions are one aspect of consumer behavior that involves how individuals or organizations decide to choose, buy, use goods or services to meet their needs or desires. Impulsive Buying Decision is an action where a person initially does not think of buying a product or service, but it happens suddenly with the urge of the brand or product at that time (I'sana & Nugraheni, 2013). Impulsive buying is also said to be a shopping activity that unconsciously creates consumer behavior (Kartika, 2017). Meanwhile, according to Rook and Fisher (I'sana & Nugraheni, 2013), impulsive buying is the consumer's desire to buy something without planning or suddenly. Impulsive buying is also defined as intentional purchasing without pre-purchase goals such as meeting needs, which occurs

after experiencing a desire without much reflection (Beatty & Ferrell 1998 in Bhakat & Muruganatham, 2013).

In the purchasing process that occurs in impulsive buying decisions, the process occurs quickly and briefly because consumers do not pay attention to searching for information on the product to be purchased, unlike decision-making in the purchasing process that usually occurs by searching for information about the product or service to be purchased (Rook in Kartika, 2017). On the other hand, Rook (1987) in (Bhakat & Muruganatham, 2013) says that when impulsive buying occurs, consumers have a strong and persistent desire characterized as impulsive purchasing as an unexpected non-reflective risk that occurs quickly.

From the existing definitions of impulsive buying, it can be said that impulsive buying is something that is consciously done but without planning to buy something quickly and without preparation such as in-depth information search about the product.

### **Purchasing Attitude**

Purchasing attitude is defined as a person's emotional state, viewpoint, reaction, or behavior towards something or an idea, object, or situation (Chowdhury in Cho et al., 2016). Therefore, there are several definitions of purchasing attitude. Purchasing attitude is a learned tendency to behave in a pleasant or unpleasant way towards a specific object (Schiffman & Kanuk in Dewi et al., 2018). Purchasing attitude or consumer attitude is formed based on the consumer's tendency towards an activity towards an object, and this consumer activity aims to evaluate an object of interest to be owned (Permana, 2013).

Consumer attitude can influence consumer purchase interest in a product, but on the other hand, purchasing attitude cannot influence purchase decisions (Nulufi & Murwartiningsih, 2015). Meanwhile, Belch and Belch in Am & Simanjuntak, 2020 state that purchasing attitude is an important aspect of marketing or advertising.

### **Fans Attachment**

Fanaticism or fan attachment is a belief in a fanatical object that is associated with an excessive attachment to an object, shown through extreme

activity, enthusiasm, emotional attachment, excessive love, and interest that lasts for a long time (Eliani et al., 2018: 62). In the process, fans no longer become mere spectators of popular texts, but they become active participants in constructing the meaning of a text. McCudden states that fan activities include meaning making, meaning sharing, poaching, collecting, and knowledge building as the main activities relevant to fan activities (McCudden, 2011:14). Fans are actively involved in creating meaning and interpreting media texts and combining them, in whole or in part, with their own life experiences and emotions. Fans tend to be able to evaluate texts on various levels according to their needs (Grossberg, 1992).

On the other hand, Burke (2001) distinguishes between "social viewers" who are individuals who only consume texts and "fans" who collectively interpret texts in various ways and use them to understand the world. Fiske (1992) refers to this type of interpretation as "semiotic productivity." According to Fiske, semiotic productivity refers to the process of using media texts to create social identity and social experience (in McCudden, 2011:15).

McCudden (2011:15) explains that fans can move their own thoughts to others or into the shared space of the fan community. This is an act of taking meaning from internal (within fans) and sharing it with the external environment.

## **RESEARCH METHODS**

The research used a quantitative approach and was conducted through a survey approach using a Google Form questionnaire to collect research data. The research instrument distributed via the Google Form was tested for Validity and Reliability by examining Outer Loading and Average Variance Extracted. The questionnaire for the research was obtained through the collection of references and literature related to the research conducted.

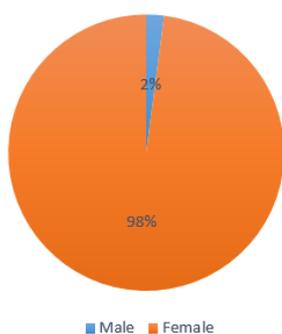
The population of the research is BTS fans known as Army who are members of the BTS support group affiliated with Kapanlagi.com media throughout Indonesia, but in this case, the research is focused on fans in the largest region, namely the Jabodaetabek area, which has 600 members. Through the calculation of the Slovin formula, it is

known that the number of research samples is 100 members. Data collection through the Whatsapp group only reached a 97% response rate, so only 97 members filled out the questionnaire distributed. The following is a recapitulation of the answers of 27 respondents from boarding school leaders in the Sub district area according the table below:

Data analysis was conducted using PLS 3.0 to examine the influence of Fans' Attachment and Attitude towards BTS Merchandise Impulse Buying behavior conducted by Army. The validity of the data was determined through Outer Loading analysis, and the data reliability value could be seen through AVE. The P-value of each variable's effect on Impulse Buying will be known through Bootstrap calculation.

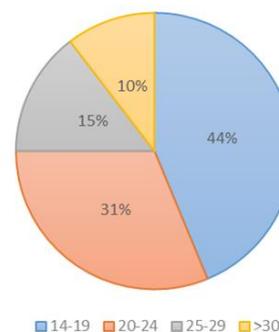
**RESULT AND DISCUSSION**

This research examines BTS Fan Attachment and its role in Impulse Buying so that it needs to be further studied its characteristics include Gender, Age, Work and Income for one month. Characteristics of Fans in the form of Gender can be seen in Figure 1.



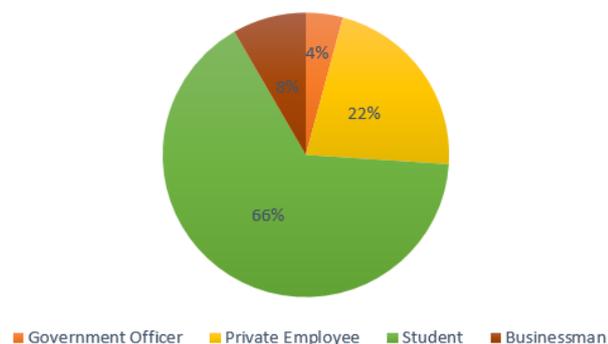
**Figure 1. Gender of BTS Fans**

The characteristics of respondents by gender in Figure 1 show that the majority of respondents are women, which is 98 so it can be said that BTS as a Boyband whose majority personila is male is more liked by women which is likely based on the attraction of the opposite sex and several other factors that are good according to women who are BTS fans. The subsequent characteristics of respondents by age are shown in Figure 2 below



**Figure 2. BTS Fan Age**

Based on age as in Figure 2, it is known that the majority of BTS fans are in the age range of teenagers, namely the range of 14-19 years old which is in accordance with the work of the majority of BTS fans themselves shown in Figure3.



**Figure 3. BTS Fan Jobs**

Based on the Age and Work of BTS Fans in the Majority, namely Teenagers with Student / Student Status, it can be seen that the Young Age Factor is an impetus to like something that is their hobby. People in their teens generally reach the stage of Imitation or Imitating a favored Idol so that they have a fairly high attachment to the Idol they like in this case is BTS.

**Research Instrument Test**

In knowing the validity of the data to be processed, it is necessary to study the measuring instrument whether it has measured what will be measured and how the consistency of the measuring instrument in analyzing a data. Through the Validity and Reliability Test in Table 1, it can be known the Validity and Reliability of the Research Instrument.

**Table 1- Instrument Test Results**

No	Variable	Items	Outer Loading	AVE	Information
1.	Fans Attachment	FA1	0.809	0,670	Valid and Reliable
		FA 2	0.808		
		FA 3	0.811		
		FA 4	0.847		

2	Attitude	S1	0.938	0,710	Valid and Reliable
		S2	0.885		
		S3	0.887		
		S4	0.904		
3	Buying Impulsive Interest	IB1	0.849	0,816	Valid and Reliable
		IB2	0.820		
		IB3	0.865		

Based on the results of validity and reliability testing, it is known that each Item has an Outer Loading value above 0.8 so it can be said that the instrument has a fairly high validity while the reliability based on the AVE value is also above 0.5 so that the instrument can be said to be reliable (Hair et al., 2009).

### Hypothesis Test Results

Hypothesis Testing is shown in table 4 below

**Table 2 - Hypothesis Test Results**

Hypothesis	Influence of Variables	P-Value	Information
<b>H1</b>	Fans Entanglement -> <i>Attitude</i>	0.000	Accepted
<b>H2</b>	Attachment Fans -> <i>Purchase</i>	0.000	Accepted
<b>H3</b>	Attachment Fans -> <i>Purchase</i>	0.096	<b>Rejected</b>

## CONCLUSIONS

The phenomenon of Impulse Buying or spontaneous buyers is usually done by someone, especially related to the love for certain products. In this case, Merchandise BTS is unique because it is based on the attachment between fans and their loved ones so that it gives rise to emotional purchases. In terms of demographics, teenagers who have the status of Students / Students generally have a higher emotional attachment to the figure they like. This ultimately triggers spontaneous purchases that can increase impulse or known as impulse buying. The results of this study provide an overview to companies about the importance of choosing a group or a celebrity endorse to influence consumers' purchasing decisions. An increase in sales will certainly occur if the celebrity endorse has a large number of loyal fans. At least this can influence consumers' emotions to encourage impulse buying behavior as a form of support for their idols.

The explanation of the hypothesis test results includes the following 1) The Attachment Variable has an influence on Attitude because the significance value is below 0.05 so it can be said that

Fan Attachment Is able to encourage to Bring Up a Positive Attitude towards the Product Purchased. 2) Fan Attachment has a significant effect on Buying or Impulse Buying so it can be said that High Fan Attachment is able to encourage to make spontaneous purchases that done by BTS fans. Finally, it can be said that the attitude does not have an impact on purchases because Merchandise BTS is not a Convenience Good that has Utility so that the value and benefits can only be felt by fans who have high attachments.

### Discussion

Based on the results of the study, it is known that kethering fans has an impact on the purchase. Zhuang (2019) explained the role of a fan attachment in purchasing a product related to a favorite celebrity inseparable from binding emotional factors and a certain age in general teenagers tend to like products that become an identity as a fan. ARMY, who decided to buy BTS Meal McD, admitted that he was only interested in purple packaging with the BTS Meal logo as the merchandise identity of idols. They are not very interested in the menu of food offered. On the other hand, high involvement by fans in a sponsor or marketing activity can have a positive impact on the image of a product that is a sponsor so that it can attract interest in purchases (Koronios et al., 2016).

This is proven by the fairly hard efforts made by the ARMY to get BTS Meal McD at a number of outlets in Indonesia. High enthusiasm creates brand awareness for other people about the greatness of McD which is able to cause considerable curiosity for people in the world. In addition, fan attachment to someone who is loved generates an increase and a positive perception of the sponsor that is carried out so as to encourage an increase in sales of a certain product or brand (Guimaraes et al., 2016).

Referring to the results of research that showed that there was a scarcity in several places and scrambled to get this BTS Meal product. Reporting from Soompi, sales at the same McD store globally jumped up to 40.5 percent (6.com coverage). In addition, the support from celebrities shown from the role of endorsements also plays a role in increasing sales. The results showed that an increase in sales such as celebrity endorsers also played a role in increasing sales of a product indicated by high sales interest.

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