

Enhancing Self-Control: Counseling Strategies to Mitigate Consumptive Behavior in K-Pop Fans

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ABSTRACT

This study investigates the relationship between self-control and online shopping consumptive behavior among K-Pop fans, focusing on the NCTzen fanbase in Java, Indonesia. Conducted in October 2023, the research collected data from 151 respondents via Google Forms. The study aimed to determine if self-control influences consumptive behavior in online shopping contexts. Descriptive statistics revealed that higher self-control correlates with lower levels of consumptive behavior. The correlation coefficient of -0.198 ($p < 0.05$) indicates a significant negative relationship. These findings align with previous research, underscoring the critical role of self-control in mitigating excessive spending. The study suggests that counseling programs incorporating self-control enhancement strategies, educational workshops, and parental guidance can effectively reduce impulsive purchases among K-Pop fans. Such interventions are vital for promoting mindful consumption and financial responsibility, especially in the context of online shopping. This study also highlights the need for further research to explore additional factors influencing consumptive behavior in this demographic.

Keywords: self-control, consumptive behavior, online shopping, k-pop fans, counseling interventions



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INTRODUCTION

The phenomenon of the Korean Wave, also known as Hallyu, has been booming in various countries, according to Valenciana and Pudjibudojo (2022). This wave refers to the global spread of South Korean culture, notably its pop music, known as K-Pop. K-Pop, an abbreviation for Korean Pop, is characterized by groups of young men or women, commonly referred to as boy bands and girl bands, under the management of entertainment companies (Putri et al., 2019). This cultural phenomenon includes a wide array of Korean cultural products such as music, films, dramas, television shows, traditional Korean cuisine, cultural festivals, electronics, cosmetics, and fashion, all of which have gained significant popularity in Indonesia (Shim, 2006). Recently, South Korea has successfully introduced its popular cultural products to a global audience. Various Korean cultural products, including dramas, films, music, fashion, lifestyle, and industrial goods, have begun influencing people's lives worldwide (Pertiwi, 2013). K-Pop fans often use social media to express their admiration for K-Pop by downloading songs, videos, films, and Korean dramas, as well as posting and following K-Pop-related content on platforms like Instagram. K-Pop enthusiasts frequently visit Korean-themed destinations and spend substantial amounts of money on internet access to engage with K-Pop content, which can be considered wasteful expenditure (Wulandari et al., 2018). Moreover, purchasing and

collecting numerous K-Pop albums and merchandise exhibit consumptive behavior, especially among individuals without independent income. According to Nisrina et al. (2020), K-Pop fans buy idol-related products as a form of temporary satisfaction rather than necessity, demonstrating consumptive behavior driven by desires rather than needs. Fans' admiration for K-Pop idols often leads to excessive spending on idol-related products, such as merchandise, concert tickets, and albums, reflecting consumptive tendencies (Tartila, 2013).

The advancement of technology has further facilitated access to information via the internet, making it easier for K-Pop fans to indulge in online shopping. According to Lestari (2015), information has become more critical than production factors due to technological advancements and economic growth. Many businesses and organizations have transitioned their operations online, emphasizing the value of customer interactions, which has led to the rise of electronic business models. E-commerce and online shopping have become increasingly popular in recent years, allowing consumers to purchase goods and services in real-time over the internet (Faulina, 2021). This convenience can exacerbate consumptive behavior among K-Pop fans, who may impulsively buy idol-related products online (Simbar, 2016).

A comparative study on consumptive behavior in online shopping between Korean music fans and local music fans in Indonesia revealed significant differences. Damasta and Dewi (2020) found a weak but significant relationship between fanaticism and consumptive behavior among JKT48 fans in Surabaya. JKT48, an Indonesian idol group, shares similarities with K-Pop in terms of music, dance, and fan culture. The study indicated that the consumptive behavior of JKT48 fans is relatively normal and controllable, unlike the more extreme and consumptive behavior observed among K-Pop fans, driven by globalization and capitalism (Nisrina et al., 2020; Lailil & Sri, 2014). Interviews with three K-Pop fans conducted on February 10, 2023, revealed that their admiration extends beyond the idols' appearance and includes emulating their fashion, hairstyles, language, and idol-associated products such as albums, light sticks, and posters. This behavior aligns with Yuliawan and Subakti's (2022) findings that K-Pop fans' admiration often leads to consumptive behavior, spending significant amounts on idol-related merchandise and concert tickets. The convenience of online shopping further exacerbates this consumptive behavior, as fans are willing to spend substantial amounts impulsively on newly launched idol products (Boru et al., 2021). According to Dewi et al. (2021), consumptive behavior is driven by strong desires that override rational considerations. Consumptive behavior is characterized by actions driven by desires rather than needs (Lina & Rosyid, 1997), often resulting in excessive consumption (Fromm, 1995). Thus, it is crucial for K-Pop fans to exercise self-control to manage their consumptive tendencies.

Self-control, defined by Tangney et al. (2004), is the ability to override and modify responses to prevent undesirable behaviors in response to situations. Willems et al. (2019) describe self-control as the ability to resist impulses, linked to psychological and physical health, and the capacity to change undesirable habits. Harahap (2017) adds that self-control involves the ability to read one's position and environment and regulate behavior according to social standards. Therefore, self-control is essential for individuals to manage their thoughts and behaviors effectively. Given the phenomenon and aligned with Yuliawan and Subakti's (2022)

research, K-Pop fans' admiration for their idols often leads to consumptive behavior, which has more negative than positive impacts, including wastefulness and financial imprudence (Anafila & Zuhroh, 2022). Kurniawan (2017) highlights the negative consequences of consumptive behavior, such as social jealousy, reduced savings opportunities, and neglect of future needs. Thus, self-control is vital for K-Pop fans to prevent consumptive behavior, guiding them to make thoughtful decisions (Anggreini & Mariyanti, 2014). Previous studies have explored the relationship between self-control and online shopping consumptive behavior, yielding mixed results. While some studies found a significant negative relationship between self-control and consumptive behavior (Anafila & Zuhroh, 2022; Boru et al., 2021), others reported a positive relationship (Nofitriani, 2020) or no relationship at all (Salsabila & Nio, 2019). Therefore, this study aims to re-examine the relationship between self-control and online shopping consumptive behavior among K-Pop fans, addressing the research gap by focusing on a specific community of K-Pop fans in Indonesia and considering the prevalent trend of online shopping.

The problem statement for this study focuses on whether there is a relationship between self-control and consumptive behavior in online shopping among K-Pop fans. The research objectives aim to determine the nature of this relationship. The study seeks to provide insights into the relationship between self-control and consumptive behavior in online shopping among K-Pop fans. By offering theoretical understanding and practical information, this research aims to help individuals better control their desires when making purchases.

METHOD

Research Design and Variables

In this study, a quantitative research approach with a correlational design was employed to examine the relationship between self-control and consumptive behavior in online shopping among K-pop fans. The independent variable in this research is self-control, while the dependent variable is consumptive behavior. Self-control is defined as the ability of an individual to regulate emotions and impulses, thereby making decisions and taking actions aligned with societal standards. It encompasses aspects of inhibition and initiation, measured using the Short Self-Control Scale (BSCS) developed by De Ridder, Tangney, Ferrari, and Maloney (2011), adapted and translated by Arifin (2020). Higher scores indicate greater self-control, while lower scores indicate lower self-control. Consumptive behavior refers to the excessive consumption of goods and services driven by desires rather than needs. This behavior includes aspects such as impulsive buying, non-rational buying, and wasteful buying, measured using a scale adapted by Boru et al. (2021) based on aspects proposed by Lina & Rosyid (1997). Higher scores indicate higher levels of consumptive behavior, while lower scores indicate lower levels.

The population for this study comprised members of a K-Pop fanbase, totaling 151 individuals. The sample was selected using non-probability sampling, specifically incidental sampling. The criteria for participants included active membership in the K-Pop fanbase and experience with online shopping through websites, social media, or marketplaces. Data was

collected using a questionnaire distributed via Google Forms. Data collection involved two scales: the self-control scale and the consumptive behavior scale, both utilizing a Likert scale with four response categories. The self-control scale, adapted from the BSCS by De Ridder et al. (2011) and translated by Arifin (2020), comprises 10 items (7 favorable and 3 unfavorable) with a reliability score of 0.81. The consumptive behavior scale, adapted by Boru et al. (2021), includes 12 items (6 favorable and 6 unfavorable) with a validity score of 0.67 and a reliability score of 0.801.

Table 1. Distribution of Items in the Self-Control Scale

Aspect	Item Number (Favorable)	Item Number (Unfavorable)	Total
Inhibition	4	2	6
Initiation	3	1	4
Total	7	3	10

Table 2. Distribution of Items in the Consumptive Behavior Scale

Aspect	Item Number (Favorable)	Item Number (Unfavorable)	Total
Impulsive Buying	1, 3	2, 4	4
Non-Rational Buying	5, 7	6, 8	4
Wasteful Buying	9, 11	10, 12	4
Total	6	6	12

Table 3. Cronbach's Alpha Values for Variables

No	Variable	Alpha Coefficient
1	Self-Control	0.81
2	Consumptive Behavior in Online Shopping	0.801

To ensure the validity of the research, several types of validity were considered: content validity, construct validity, and criterion validity. Content validity was achieved by ensuring the measurement tools were appropriate for the variables being studied. Construct validity was ensured by aligning the theoretical constructs with the measurement tools. Criterion validity was ensured by using previously developed measurement tools. Item selection involved calculating the corrected item-total correlation using IBM SPSS Statistics 25, with a threshold of $r_{it} \geq 0.30$ (Azwar, 2019). The measurement tools used in this study had been tested in previous research, with the Short Self-Control Scale (BSCS) showing satisfactory corrected item-total correlation above 0.30. Similarly, the consumptive behavior scale adapted by Boru et al. (2021) also showed satisfactory corrected item-total correlation above 0.30.

Reliability coefficients range from 0 to 1.00, with higher coefficients indicating higher reliability. The reliability standard for this research was set at 0.80 (Azwar, 2019). The reliability coefficients for the self-control variable and the consumptive behavior variable in online shopping are 0.81 and 0.801, respectively. Data analysis employed Pearson Product

Moment correlation to examine the relationship between self-control and consumptive behavior in online shopping among K-Pop fans. This analysis was conducted using the Statistical Packages for Social Sciences (SPSS) 25 software.

RESULTS AND DISCUSSION

Research Orientation and Data Collection

This study was conducted with K-pop fans, specifically targeting the NCTzen fanbase in Java, Indonesia. The research was carried out in October 2023. Data collection involved distributing questionnaires via Google Forms to gather information on online shopping consumptive behavior and self-control among the participants. The data collection period started on October 21, 2023, and concluded on December 30, 2023, yielding a total of 151 respondents.

Research Participants

A total of 151 participants, all of whom are active members of the NCTzen fanbase and have engaged in online shopping through websites, social media, or marketplaces, were included in the study. The participants were characterized by gender and age. The participant demographics are presented in Table 4.

Table 4. Participant Characteristics

No	Characteristic	Frequency	Percentage
1	Gender		
	Male	12	7.9%
	Female	139	92.1%
2	Age		
	Late Adolescence (13-16 years)	13	8.6%
	Early Adulthood (17-20 years)	52	34.4%
	Late Adulthood (> 21 years)	86	56.9%

From Table 4, it can be seen that the majority of respondents were female (92.1%), with the largest age group being those over 21 years old (56.9%).

Descriptive Statistics

The descriptive statistics for self-control and online shopping consumptive behavior are presented in Table 5. The mean self-control score was 32.96 (SD = 5.70), and the mean score for online shopping consumptive behavior was 32.89 (SD = 6.83). The self-control scores ranged from 18 to 48, while the consumptive behavior scores ranged from 15 to 52.

Table 5. Descriptive Statistics for Self-Control and Online Shopping Consumptive Behavior

Variable	N	Min	Max	Mean	SD
Self-Control	151	18	48	32.96	5.70
Online Shopping Consumptive Behavior	151	15	52	32.89	6.83

The self-control scores were categorized into three groups: low, medium, and high. Table 6 shows that 23 participants fell into the low self-control category, 103 into the medium category, and 25 into the high category. Similarly, Table 7 shows the distribution of online shopping consumptive behavior scores, with 27 participants in the low category, 103 in the medium category, and 21 in the high category.

Table 6. Self-Control Score Categories Among K-Pop Fans

Category	Interval	Frequency	Percentage
Low	<27.26	23	15.2
Medium	27.26-38.65	103	68.2
High	>38.65	25	16.6

Table 7. Online Shopping Consumptive Behavior Score Categories Among K-Pop Fans

Category	Interval	Frequency	Percentage
Low	<26.06	27	17.9
Medium	26.06-39.71	103	68.2
High	>39.71	21	13.9

Normality Test

Based on the normality test results presented in Table 8, the significance values for self-control and online shopping consumptive behavior were 0.200 and 0.69, respectively ($p > 0.05$). This indicates that the data for both scales are normally distributed.

Table 8. Normality Test Results for Self-Control and Online Shopping Consumptive Behavior Scales

Residual Variable	KS-Z	Sig.	Note
Self-Control	0.062	0.200	Normal
Online Shopping Consumptive Behavior	0.070	0.69	Normal

Linearity Test

The linearity test results in Table 9 show that the F difference value is 1.579 with a significance value of 0.052 ($p > 0.05$), indicating a linear relationship between self-control and online shopping consumptive behavior.

Table 9. Linearity Test Results

	F Difference	Sig.	Note
Linearity	6.689	0.011	
Deviation from Linearity	1.579	0.052	$p > 0.05$ (linear)

Hypothesis Test

The correlation test results presented in Table 10 show a correlation coefficient of -0.198 with a significance value of 0.007 ($p < 0.05$) between self-control and online shopping consumptive behavior. This indicates a significant negative relationship, suggesting that higher self-control is associated with lower online shopping consumptive behavior, and vice versa.

Table 10. Correlation Test Results

Variable	Pearson	Sig.	Note
Self-Control and Online Shopping Consumptive Behavior	-0.198	0.007	$p < 0.05$ (significant)

The purpose of this study was to determine the relationship between self-control and online shopping consumptive behavior among K-Pop fans. The results showed a negative correlation coefficient of -0.198 with a significance value of 0.007 ($p < 0.05$), indicating a significant negative relationship. This means that higher self-control is associated with lower levels of online shopping consumptive behavior and vice versa. Hence, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. These findings align with previous research by Putri et al. (2023), which found a negative relationship between self-control and consumptive behavior. Similarly, Abdullah et al. (2022) and Arum et al. (2021) also reported significant negative relationships between self-control and consumptive behavior. Furthermore, Renald et al. (2020) observed a negative relationship between self-control and online shopping consumptive behavior, supporting the current study's findings. Sudarisman (2019) also found a strong negative correlation between self-control and online shopping consumptive behavior, reinforcing the idea that higher self-control leads to lower consumptive behavior. The significant role of self-control among K-Pop fans is crucial in determining their behavior. Individuals with high self-control can regulate their actions to avoid deviant behaviors. According to Diba (2013), consumers with high self-control do not pay attention to discounts offered and are not easily influenced by others to purchase items impulsively. Instead, they make well-considered purchases. Conversely, individuals with low self-control struggle to regulate their behavior, leading to consumptive behaviors where they purchase unnecessary items (Wijaya et al., 2021).

Consumptive behavior in this study refers to the behavior of K-Pop fans when engaging in online shopping. Such behavior is characterized by excessive purchasing driven by immediate desires rather than actual needs (Arum et al., 2021). Putri et al. (2023) found that many K-Pop fans purchase merchandise driven by a desire to own items related to their idols, often spending significant amounts of money impulsively. Sumartono et al. (2021) identified several signs of consumptive behavior, including buying items solely for gifts, based on attractive packaging, to maintain status and appearance, and purchasing expensive items to project status. The study involved 151 K-Pop fans, revealing that 21 participants (13.9%) exhibited high levels of online shopping consumptive behavior, 103 participants (68.2%) showed moderate levels, and 27 participants (17.9%) demonstrated low levels. In terms of self-

control, 25 participants (16.6%) had high self-control, 103 participants (68.2%) had moderate self-control, and 23 participants (15.2%) had low self-control. The implications of this research suggest that K-Pop fans should enhance their self-control by positively evaluating themselves. Increased self-control can reduce the tendency for excessive consumptive behavior, particularly in online shopping. Parents are encouraged to support individuals in developing self-control and provide understanding to help them evaluate themselves positively. Additionally, parents should monitor their children's purchases to prevent excessive online shopping consumptive behavior. This study has limitations, including a lack of diverse criteria or characteristics describing K-Pop fans' online shopping behaviors, such as the amount spent on idol-related purchases and the types of products frequently bought. Furthermore, the study's scope was limited to K-Pop fans in Central Java.

Implications for Counseling and Guidance

The results of this study, indicating a significant negative relationship between self-control and online shopping consumptive behavior among K-Pop fans, have important implications for counseling and guidance practices. This relationship suggests that interventions aimed at enhancing self-control could effectively reduce consumptive behavior, particularly in the context of online shopping among K-Pop enthusiasts. Firstly, counseling programs can incorporate self-control enhancement strategies as a core component. These strategies might include techniques for impulse control, delayed gratification, and mindful decision-making. By teaching individuals how to regulate their emotions and impulses, counselors can help clients make more deliberate and less impulsive purchasing decisions. For example, cognitive-behavioral techniques can be used to challenge and reframe the thoughts that lead to impulsive buying. Furthermore, group counseling sessions can be organized specifically for K-Pop fans, providing a supportive environment where individuals can share their experiences and challenges related to consumptive behavior. Group dynamics can foster a sense of accountability and motivation among participants, helping them apply self-control strategies more consistently. Peer support within these groups can be particularly beneficial, as members can encourage each other and share effective coping mechanisms. Educational workshops can also play a significant role. These workshops can educate K-Pop fans about the psychological and financial impacts of consumptive behavior, promoting awareness and understanding of their purchasing habits. Workshops can include topics such as financial literacy, the psychology of marketing, and practical tips for managing online shopping behaviors. By increasing awareness, individuals are more likely to reflect on their behavior and make more conscious choices. Parental involvement is another critical aspect. Parents can be guided on how to support their children in developing self-control and responsible shopping habits. This support can include setting limits on spending, monitoring online activities, and encouraging alternative hobbies that do not involve spending money. Counseling services can offer sessions for parents to equip them with tools and strategies to effectively guide their children. Moreover, creating digital interventions, such as mobile apps or online platforms, that provide real-time support and reminders for self-control could be effective. These digital tools can offer tips, track

spending, and provide instant feedback on purchasing decisions, helping individuals to stay mindful of their shopping habits. Lastly, for a broader impact, partnerships with schools and community organizations can be established to integrate these counseling and educational programs into existing frameworks. By reaching a larger audience, these interventions can help foster a culture of mindful consumption and financial responsibility among young K-Pop fans.

CONCLUSION

This study examined the relationship between self-control and online shopping consumptive behavior among K-Pop fans, specifically targeting the NCTzen fanbase in Java, Indonesia. The data collected from 151 participants revealed that higher self-control is significantly associated with lower levels of online shopping consumptive behavior. The findings align with previous research, confirming that self-control plays a crucial role in regulating consumptive behavior. The results suggest that enhancing self-control can mitigate excessive spending among K-Pop fans. Counseling programs, educational workshops, and parental guidance can be effective strategies to foster better self-control, thereby reducing impulsive and unnecessary purchases. These interventions are essential for promoting mindful consumption and financial responsibility in the context of online shopping among young K-Pop enthusiasts.

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