

THE EFFECT OF INCOME, FINANCIAL LITERACY AND SELF-CONTROL ON CONSUMPTIVE BEHAVIOR IN K-POP FANS IN KARAWANG

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ABSTRACT

This study aims to determine and analyze the influence of income variables, financial literacy, and self-control on consumptive behavior in K-Pop Karawang fans, as well as find out the most influential factors on consumptive behavior. The study used a descriptive verifiable method with a quantitative approach, with sampling techniques, namely purposive sampling and using the Lemeshow formula. This research was conducted by survey method using a Likert scale questionnaire distributed to 100 respondents of K-Pop fans in Karawang. Data analysis techniques use path analysis with partial and simultaneous hypothesis tests. The results showed that self-control had a positive and significant effect on partial consumptive behavior, while income and financial literacy did not have a positive and significant effect on partial consumptive behavior. Simultaneously, the variables of income, financial literacy, and self-control have a positive and significant influence on consumptive behavior.

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1. INTRODUCTION

K-Pop or Korean *Pop* or *Korean Popular Music* is a *popular music genre* originating from South Korea that has *catchy* music, impressive music videos, and stunning choreographed dances. The rise in popularity of K-Pop is a part of the *Hallyu* or Korean wave. The phenomenon arising from the increasing development of K-Pop is the increasing number of fans. Indonesia is the country that holds the highest number of K-Pop fans in the world until the end of 2022, recording as many as 50% of K-Pop fans among adults, aged 20 – 25 years. K-Pop seems inseparable from K-Pop trinkets such as *photobooks*, *digipacks*, *album kits*, *merchandise*, *photocards*, *lightsticks*, and so on related to their idols. Fans show support for their idols in various kinds to be able to show love, support, and gratitude to their idols. One thing that *fans* often do is collect K-Pop trinkets and fans are willing to spend a lot of money [1]. If done continuously, then these actions can trigger consumptive behavior in fans. Some of them will declare in the purchase of K-Pop trinkets this is a fulfillment of needs that must be met. Based on feelings or hobbies that can turn into unhealthy obsessions and form consumptive behavior [2]. No exception, K-Pop fans from Karawang City also form consumptive behavior, in addition to collecting K-Pop trinkets, there are also activities carried out by K-Pop fans in Karawang City, namely celebrating their idols' birthdays, watching films starring their idols to doing *dance cover* events [3]



Figure 1. K-Pop Fan Graphics in Karawang City
 Source: Pre-Research Data, 2023

Based on the results of pre-research in Figure 1 that has been done by researchers on 30 K-Pop fans in Karawang City, it shows that 67% of fans collect various K-Pop trinkets related to their idols. While as many as 33% of K-Pop fans in Karawang City do not collect K-Pop trinkets related to their idols, which means they only support their idols without the need to spend too much money and one of the supports is *streaming* their idol's music videos.

Most K-Pop fans are aged 20 – 25 years and over with a percentage of 52.6% as many as 66.1% are students and as many as 60.4% earn 1 million in a month which is the age of entering the stage of early maturation which should be a person is wiser to manage needs that suit the needs of his life and have good [4]. In addition to self-control, K-Pop fans must understand financial literacy so that the income generated can be used wisely and well. The level of understanding of financial literacy has a huge impact on how well a person manages those financial planning activities. With the hope that fans can manage their finances starting by earning money and using their money wisely [2].

Several previous studies such as research conducted by [5] revealed that financial literacy and income did not have a strong correlation with consumptive behavior, while according to [6] revealed that financial literacy has a strong correlation with consumptive behavior While self-control there is no strong correlation to consumptive behavior. And according [7] revealed that self-control has a strong correlation with consumptive behavior

2. LITERATURE REVIEW

Income

Income is an important factor for everyone because the income received by each individual can be used to meet needs such as primary needs as well as secondary needs. The definition of income can be interpreted as income obtained after carrying out an activity, business, or work. As a survival, income is very important to finance various needs and activities to be carried out. [8]. There are several dimensions of income according to [9], namely, the revenue obtained and the energy and thought poured according to the agreement.

Financial Literacy

Financial literacy is a way to increase knowledge, confidence, and skills for every individual community to manage their finances better and achieve prosperity. Houston (2010) in [10] define financial literacy as a form of capital for someone in the form of knowledge and expertise that can be used in financial activities that affect financial behavior and financial prosperity. There are several dimensions according to [11], namely financial knowledge and the ability to manage finances.

Self-Control

Self-control is a person's ability to restrain cravings and exercise control over one's behavior when the environment cannot be controlled. Ein-Gar and Sagiv [12] suggest that self-control is a way for a person to overcome two types of challenges the desire to make mistakes and the desire not to do the right thing. There are dimensions according to Averill, 1973 [13] namely, behavioral control, cognitive control, and control in making decisions.

Consumptive Behavior

Behavior is carried out by someone who can be noticed directly or indirectly. Each individual will exhibit different behavior when something triggers their reaction, namely stimulation. Therefore, consumptive behavior occurs when someone buys an item not out of necessity, but based on their desires [14]. There are several dimensions according to [15] namely, impulsive, irrational, and *wasteful*.

3. METHOD

This research is a type of verification descriptive research that uses a quantitative approach. The research sample was K-Pop fans in Karawang City aged 15-30 years who collected K-Pop trinkets. Purposive *sampling* takes into account certain factors, and the number of samples is determined using the *Lemeshow* formula involving 100 respondents. Data was collected through the distribution of Likert scale questionnaires using *Google form* using *path analysis (path analysis)*.

4. RESULT AND DISCUSSION

A. Descriptive Analysis

Table 1. Respondent Answer Analysis

Respondent's Answers	X1			X2			X3			And		Mean
	F	%	Mean	F	%	Mean	F	%	Mean	F	%	
5 Very Agree	53	53,0	4,38	61	61,0	4,57	31	31,0	4,13	53	53,0	4,32
4 Agree	36	36,0		36	36,0		54	54,0		30	30,0	
3 Neutral	7	7,0		2	2,0		12	12,0		14	14,0	
2 Disagree	4	4,0		1	1,0		3	4,0		2	2,0	
1 Very Disagree	0	0		0	0		0	0		1	1,0	
Total	100	100%		100	100%		100	100%		100	100%	

By the results of respondents' answers in Table 1 above, the variable Income (X1) score item that has the highest value is X1.8 with an average value of 4.38 with the statement "I do work to earn income". It is that the income with indicators (employment) on K-Pop fans Karawang is good. Financial Literacy (X2) the score item that has the highest score is X2.4 with an average score of 4.57 with the statement "I know about the benefits of saving". It is that financial literacy with an indicator (savings) in K-Pop *Karawang fans* is good. Self-Control (X3) The highest scoring item was X3.2 with an average score of 4.13 with the statement "I bought a K-Pop photobook or knick-knacks without prior planning". It is that self-control with an indicator (controlling situations outside himself) in K-Pop fans Karawang is not good. And Consumptive Behavior (Y) the score item that has the highest score is Y.6 with an average value of 4.32 with the statement "Having an entire version of my idol's *photobook*, gives me pleasure and satisfaction". It is that consumptive behavior with an indicator (wasting money) on K-Pop fans Karawang is not good.

B. Verification Analysis

a. Correlation Analysis

Table 2. Correlation Analysis Output X1 - X2

		Income	Financial Literacy
Income	Pearson Correlation	1	.597**
	Sig. (2-tailed)		.000
	N	100	100
Financial Literacy	Pearson Correlation	.597**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

According to Table 2, it can be seen that the correlation coefficient between the variables Income (X1) and Financial Literacy (X2) is obtained 0.597 because it is positive and has a coefficient range of 0.40 - 0.599, so the correlation is quite strong and unidirectional.

Table 3. Correlation Analysis Output X1 - X3

		Income	Self-Control
Income	Pearson Correlation	1	.481**
	Sig. (2-tailed)		.000
	N	100	100
Self-Control	Pearson Correlation	.481**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

According to Table 3, it can be seen that the correlation coefficient between the variables Income (X1) and Self-Control (X3) is obtained 0.481 because it is positive and has a coefficient range of 0.40 – 0.599, so the correlation is quite strong and unidirectional.

Table 4. Correlation Analysis Output X2 - X3

		Financial Literacy	Self-Control
Financial Literacy	Pearson Correlation	1	.323**
	Sig. (2-tailed)		.001
	N	100	100
Self-Control	Pearson Correlation	.323**	1
	Sig. (2-tailed)	.001	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

According to Table 4, it can be known that the correlation coefficient between the variables Financial Literacy (X2) and Self-Control (X3) is obtained 0.323 because it is positive and has a coefficient range of 0.20 – 0.339, so the correlation is low and unidirectional.

b. Path Analysis

Table 5. Path Analysis Output

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Itself.
1 (Constant)	10957.451	3859.023		2.839	.006
Income	.190	.132	.163	1.433	.155
Financial Literacy	.068	.119	.060	.570	.570
Self-Control	.471	.105	.434	4.504	.000

a. Dependent Variable: Consumptive Behavior

- 1) The magnitude of the direct influence of the Income variable (X1) on Consumptive Behavior (Y) is 0.163. The result of the path coefficient of 0.163 with tcount of 1.433 < 1.984 shows that it has no positive and insignificant effect.
- 2) The magnitude of the direct influence of the Financial Literacy variable (X2) on Consumptive Behavior (Y) is 0.060. The result of a path coefficient of 0.060 with tcount of 0.570 < 1.984 shows that it has no positive and insignificant effect.
- 3) The magnitude of the direct influence of the Self-Control variable (X3) on Consumptive Behavior (Y) is 0.434. The result of the path coefficient of 0.434 with tcount 4.504 > 1.984 shows that it has a positive and significant effect.

Table 6. Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 ^a	.315	.294	4770.604

a. Predictors: (Constant), Self-Control, Financial Literacy, Income
 Dependent Variable: Consumptive Behavior

Based on Table 6, you can see the R Square result of 0.315. These results prove that the variables of Income (X1), Financial Literacy (X2), and Self-Control (X3) simultaneously affect Consumptive Behavior (Y) by 31.5%.

Discussion

a) Correlation of Income and Financial Literacy

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Based on the results of the study, it was found that the relationship between income and financial literacy has a correlation value of 0.597 with a percentage of 59.7%, and has a fairly strong level of relationship. So that income has a strong enough relationship with financial literacy, if income is managed properly, the financial literacy of K-Pop Karawang fans can be seen starting from their knowledge, attitudes, and financial behavior will also be good.

b) Correlation of Income and Self-Control

Based on the results of the study, it was found that the relationship between income and self-control had a correlation value of 0.481 with a percentage of 48.1% and had a fairly strong level of relationship. So that income has a strong enough relationship with self-control, if income is managed properly, the self-control of K-Pop Karawang fans can control themselves well in consumptive behavior.

c) Correlation of Financial Literacy and Self-Control

Based on the results of the study, it was found that the relationship between financial literacy and self-control had a correlation value of 0.323 with a percentage of 32.3% and had a low level of relationship. So that financial literacy has a low relationship with self-control, a high level of financial literacy can affect self-control for K-Pop Karawang fans in consumptive behavior.

d) Partial Effects of Income, Financial Literacy, and Self-Control on Consumptive Behavior

a. The partial effect of income on consumptive behavior

Based on the verification results, it can be stated that income has no positive and significant influence on consumptive behavior. With support based on nilai t count $1.433 < t_{table} 1.984$, and significance levels of $0.155 > 0.05$. By this H_0 is accepted and H_1 is rejected showing that the behavior of the consumer is not partially and significantly affected by income. The findings of this study are in line with previous research. [5] who also said that income does not affect consumptive behavior.

b. The partial effect of financial literacy on consumptive behavior

According to the verification results, it can be stated that financial literacy is very influential on consumptive behavior. With support based on nilai t calculate $0.570 < t_{table} 1.984$ and significance value $0.570 > 0.05$. So it can be concluded that H_0 is accepted and H_1 is rejected, this shows that financial literacy is partial and significant in the absence of influence on consumptive behavior. The findings of this study are in line with previous research [5] which also proved that financial literacy does not influence consumptive behavior.

c. Partial influence of self-control on consumptive behavior

Self-control has a positive and significant effect on consumptive behavior based on verification results. This shows a count t of $4.504 > t_{table}$ of 1.984 and a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted. The findings of this study are in line with previous research. [7] who also said that self-control affects consumptive behavior.

e) The Effect of Income, Financial Literacy, and Self-Control on Consumptive Behavior

The effect of income (X1), financial literacy (X2), and self-control (X3) simultaneously on consumptive behavior (Y) has a significance level (α) of 5%, degree of freedom (df_2) = $(n-k) = 100 - 2 = 98$, then obtained F table = 3,089.

Table 7. Simultaneous Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Itself.
1 Regression	1006942373.005	3	335647457.668	14.748	.000 ^b
Residual	2184831855.185	96	22758665.158		
Total	3191774228.190	99			

a. Dependent Variable: Consumptive Behavior

b. Predictors: (Constant), Self-Control, Financial Literacy, Income

Based on the Table 7, it can be seen that the calculated F value is 14,748 with a significance of 0.000. This indicates that the calculated F value is $14,748 > t_{table}$ is 3.089 or the significance value is $0.000 < \alpha$ (0.05). So it can be concluded that H_0 is rejected and H_1 accepted.

5. CONCLUSION

Based on the results of the study, it can be concluded that only the ability to control themselves has a significant impact on the consumptive behavior of K-Pop fans in Karawang. Factors such as income level and financial literacy level did not have a significant influence on consumptive behavior among K-Pop fans in Karawang. Although having a higher income can increase the tendency of consumptive behavior, this is not significant for K-Pop fans in Karawang. In addition, while financial literacy should help K-Pop fans become wiser in managing their finances, the results show that consumer behavior is massive Not significantly affected by financial literacy. Therefore, K-Pop fans in Karawang should focus on improving their self-control skills to avoid consumptive behavior that is financially detrimental.

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