

MODERATING EFFECTS OF CONFORMITY CONSUMPTION AND CELEBRITY WORSHIP ON BUYER'S REMORSE SBT K-POP TWITTER

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Article's Information

DOI:

10.32812/jibeka.v18i3.2042

ISSN:

0126-1258

ISSN-E:

2620-875X

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ABSTRACT

This study investigates the effects of the Fear Of Missing Out (FOMO) and Impulsive buying constructs on buyer's remorse, employing moderating variables such as conformity consumption and Celebrity Worship among users of SBT K-pop (sell-buy-trade) accounts on Twitter. The research utilizes data from 201 samples collected through questionnaires distributed via various social media platforms, including Twitter, Line, and WhatsApp. The study demonstrates that the constructs of Conformity Consumption and Celebrity Worship can serve as moderators in the prediction model of SBT K-pop buyers' remorse on Twitter. The relationships between these constructs were analyzed using the Smart PLS program with bootstrapping techniques.

Keywords: *Fear of Missing Out, Impulsive Buying, Buyer remorse, Conformity Consumption, Celebrity Worship*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui efek yang ditimbulkan oleh konstruk FOMO dan pembelian impulsif terhadap penyesalan pembelian menggunakan variabel moderasi *comformity consumption* dan *celebrity worship* pada pengguna SBT K-pop (*sell-buy-trade*) akun di Twitter. Riset ini menggunakan 201 sampel dari data kuesioner yang disebar melalui berbagai sosial media seperti Twitter, Line dan Whatsapp. Riset ini membuktikan bahwa konstruk *comformity consumption* dan *celebrity worship* dapat digunakan sebagai pemoderasi dalam model prediksi penyesalan pembelian SBT K-pop di Twitter. Hubungan antar konstruk diuji dengan menggunakan program Smart PLS dengan teknik bootstrapping.

Kata Kunci: *FOMO, Pembelian Implusif, Penyesalan Pembelian, Conformity Consumption, Celebrity Worship*



Introduction

The K-wave phenomenon, which has swept the world, has always been closely tied to fervent fans (Nafeesa & Novita, 2021). The K-wave disseminates Korean culture, encompassing songs, movies, dramas, and Korean artists (San, 2020). One of the significant impacts of K-wave in the music industry is K-pop (Korean pop or Korean popular music), a music genre comprising electronic music, hip-hop, pop, rock, and R&B originating from South Korea. K-pop has undeniably achieved global recognition due to its unique fusion of catchy melodies, polished choreography, and high production values (Danica et al., 2019).

As a form of support for their idols, K-poppers (K-pop fans) are willing to spend a certain amount of money to buy specific merchandise for each artist, including a variety of products ranging from albums, clothes, accessories, posters, photo cards, postcards and other official items (Danica et al., 2019). K-pop merchandise with high prices does not prevent them from buying it; fans compete to own it. This enthusiasm makes Indonesia rank 10th on the list of the most K-pop album buyers based on data from the Hanteo Chart (Hermawan et al., 2022).

K-pop merchandise can be purchased through pre-orders on the official shop website of the agency that houses the artist. However, because not all fans understand how to buy goods from abroad, group orders have emerged to help the purchasing process. A group order is a buying and selling service formed by one or a group of people who help fans buy K-Pop products only sold in several countries, such as South Korea, Japan, and China (Hermawan et al., 2022).

According to CNN (2022), Indonesia became the country with the most K-Pop fans in cyberspace in 2021. This is based on a Twitter report in January 2021 and is based on unique authors. Interest in purchasing merchandise in Indonesia is also very high, as evidenced by the number of purchases recorded by Hanteo. The size of the K-poppers community on Twitter makes K-poppers use the application to buy and sell merchandise. K-poppers who use their Twitter accounts for buying and selling usually label them SBT (Sell-buy-trade) accounts.

Pre-ordering K-pop merchandise within a short period creates a sense of Fear of Missing Out (FOMO) that compels K-pop fans to make purchases impulsively. FOMO is a term young people use to describe a behavioural pattern characterized by excessive worry and the fear of being left behind by the latest social trends (San, 2020). K-pop artist agencies will only issue previews of some items with blurry images without showing the

Original physical form so prospective buyers who are FOMO will have expectations of the original form of the merchandise. When receiving merchandise physically, K-pop fans can feel dissatisfied with the item because it differs from what is expected, so regretarises after purchasing (buyer's remorse). After making a purchase, consumers will make an evaluation that will determine whether they are satisfied or not with the product they have bought. Post-purchase regret compares individual assessments of the results of what has been purchased; regret can occur if the purchase decision-making considerations are not mature (Secapramana et al., 2021).

Conformity is the tendency of an individual to follow others after an interaction has taken place (Zheng et al., 2021). The E-Conformity consumption drive of K-poppers on Twitter is also related to FOMO. The strength of the impact of group conformity on loyalty depends on the importance of the customer needs to be met by the service industry in Maslow's hierarchy of needs (Gonçalves et al., 2020). In Maslow's hierarchy of needs, purchasing K-pop merchandise is classified as a form of self-actualization.

Regret can arise because purchases are made without careful consideration and thought. Impulsive buying can also be interpreted as behaviour when individuals make unplanned or sudden purchases with a solid internal urge to have an item to fulfil momentary lust, which is characteristic of a teenager (Yuliani, 2022). The attitude of worship or celebrity worship of K-pop idols makes K-pop fans also want to own merchandise related to their idols. This celebrity worship behaviour based on self-disclosure and knowledge of idol/internet celebrity expertise influences followers' impulse buying behaviour through attachment and parasocial interactions with fans (Chen et al., 2021).

Empirically, there have been several previous studies on post-purchase behaviour, exceedingly regretful behaviour after making a purchase (buyer remorse) such as Secapramana et al. (2021) and Çelik & Eru (2019). Some studies explain if buyer's remorse is caused by impulsive buying behaviour (Secapramana et al., 2021; Kumar et al., 2020; Lazim et al., 2020; Mahmood et al., 2019). Several of these studies only explain the relationship between impulsive buying behaviour as a predictor of buyer remorse. On the other hand, a study by Çelik & Eru (2019) showed that FOMO (fear of Missing out) is a good predictor of impulsive buying. They also proved the role of impulsive buying as a mediator of the relationship between FOMO and buyer's remorse.

Santoso et al. (2021) explain that the occurrence of FOMO can be reduced through conformity provided by the family environment but can also increase if consumers have a

High fear of group isolation. However, this study is limited to the number of predictors used, namely only conformity consumption and FOMO, so the research model needs to be fit.

Kang et al. (2019) explained that FOMO can lead to conformity consumption through strengthening stability and increasing worry. Santoso et al. (2021) and Kang et al. (2019) show that FOMO is a precursor to conformity consumption. Meanwhile, research Yuliani, (2022) shows that conformity has a significant positive relationship with impulsive buying. Consumers tend to choose brands or products that reflect their cultural values, creating a connection and embodying the idea of conformity with their cultural values and norms. (Kang et al. 2019). Therefore, it is necessary to investigate the role of conformity consumption as a moderator of the relationship between FOMO and impulsive buying and the relationship between Impulsive buying and buyer remorse.

Fans with celebrity worship tendencies tend to make impulsive purchases by buying products related to their idols to create a sense of closeness with them (Lin et al., 2021). Similarly, Chen et al. (2021) explained that celebrity worship is a cause of impulsive buying. Munica (2021) elucidated that the levels of celebrity worship influence fans differently. At the lowest level (entertainment-social), K-pop fans provide regular support such as streaming and voting. Fans at the intermediate level of celebrity worship (intensive personal feeling) feel they share similar emotional bonds with their idols. Finally, fans at the highest level of worship (borderline-pathological) experience a stage where they become incredibly obsessed with their idols. Fans at the fanatic level are willing to spend any amount to purchase merchandise of their idols, making these purchases often impulsive. Thus, it is reasonable to suspect that celebrity worship moderates the relationship between the FOMO variable and impulsive buying.

Thus, this study investigates the roles of FOMO and impulsive buying to buyer's remorse. Simultaneously, it examines the roles of conformity consumption and celebrity worship as moderators in the relationship between FOMO, impulsive buying, and buyer's remorse. A specific group, namely active K-pop fans who utilize SBT (sell-buy-trade) accounts on the Twitter platform, was selected as the subject for this research to explore the levels of buyer's remorse. This group is considered representative in illustrating impulsive purchases aligned with their pre-order buying activities within a short timeframe.

Literature Review and Hypothesis Development

FOMO is a common phenomenon and an essential concept for explaining consumer behaviour in social media marketing (Zhang et al., 2020). Psychologically, the fear of

missing Out experiences by young individuals result from strong emotional bonds with a specific group (Santoso et al., 2021). FOMO is exacerbated by social media, which allows users to view other people's posts and prompts them to start comparing themselves to others (Zhang et al., 2020). Fear of missing out, or FOMO, significantly affects an individual's intention to purchase a product (Syafaah & Santoso, 2022).

FOMO can be a psychological trait that typically instigates an individual's desire to possess a specific item (Kang et al., 2019). Furthermore, according to Secapramana et al. (2021), impulsive buying can be triggered by the presence of FOMO (Fear Of Missing Out) within an individual. A person's anxiety will drive them to purchase without considering the potential impacts of that purchase. FOMO influences an individual's tendency to engage in impulsive purchases, possibly resulting from their heightened purchase intention due to sentimental actions stemming from FOMO. When viewing the experiences, lives, and lifestyles of others, FOMO can lead to feelings of inadequacy, triggering the desire not to miss out (Çelik & Eru, 2019).

H1: FOMO has a positive effect on impulsive buying behaviour.

Consumers typically compare products they have purchased with similar products from other brands, which can lead to a psychological condition known as Buyer's Remorse (Secapramana et al., 2021). Consumers experience regret upon realizing they have made a wrong decision (Zhang et al., 2020). The lack of effort to seek information during decision-making due to the dominance of emotional factors over rational elements also leads to buyer's remorse (Secapramana et al., 2021). Tzeng and Shiu (2019) further state that failing to employ risk-avoidance strategies, such as seeking information, can sometimes result in post-purchase regret. Fear of Missing Out (FOMO) experienced by an individual will impact their post-purchase behaviour. According to Çelik and Eru (2019), the continuous advancement of technology has made FOMO more prevalent, possibly due to the widespread use of social media.

Impulsive buying is a sudden decision made without thorough prior planning because the decision-making process occurs quickly (Nafeesa & Novita, 2021). One of the triggers for impulsive buying is hedonistic tendencies that shape unplanned purchasing behaviour (Indrawati et al., 2022). Therefore, impulsive buying is a psychological urge within an individual. This force leads to an irresistible urge and a sudden inclination to do something without consideration (Nafeesa & Novita, 2021). According to Rodrigues (2021) Impulse buying is influenced by a combination of sociodemographic, emotional, sensory, genetic, psychological, social, and cultural factors, with personality traits such as low self-esteem, high levels of anxiety, depression, negative mood, and a tendency to develop obsessive

compulsive disorders playing a significant role.

Impulsive buying is one of the characteristics that can lead to post-purchase regret (Secapramana et al., 2021). Careless or thoughtless consumption is likely to result in consumption failure, increasing the likelihood of experiencing buyer's remorse (Tzeng & Shiu, 2019). This is because impulsive buying is unplanned and driven by sudden urges when encountering a product. Therefore, the more frequent impulsive buying, the higher the likelihood of experiencing buyer's remorse (Secapramana et al., 2021).

H2: Impulsive buying has a positive effect on buyer's remorse.

Consumer conformity is compliance with group norms, susceptibility to group influence, and changes in consumer behaviour due to group references (Kang et al., 2019). According to Wijayanake et al. (2020) Social conformity is a common aspect of social influence in both face-to-face and online group contexts, requiring minority groups to adjust their behavior and perspectives to align with differing opinions of the majority. Greater group size of the majority has a more significant impact on conforming behavior (Wijayanake et al., 2020).

Consumers align themselves with others' expectations regarding purchasing decisions and learn about products by observing others' purchasing behaviours (Kang et al., 2019). Conformity consumption is an individual's involvement in the purchasing decision-making process and using a product based on opinions, advice, and recommendations from a specific group. This involvement is based on personal awareness to be accepted within the group. Essentially, individuals will change their opinions about a brand and actively pay more attention to it. However, according to Santoso et al. (2021), conformity provided by the family environment can reduce FOMO because the family's active role in shaping adolescents' mental attitudes and personalities is assumed to decrease the fear of missing out. Thus, conformity consumption will be associated with the fear of missing out experienced by young individuals due to the strong bonds with a particular group.

According to Çelik & Eru (2019), FOMO directs individuals to live beyond their needs, making their needs unclear. Individuals will seek their peers' opinions to decide which new products and services they should purchase. Conformity consumption from these peers or close acquaintances is believed to reduce the impact of FOMO on impulsive buying.

H3: Conformity Consumption negatively affects the relationship between FOMO and impulsive buying.

In a study by Lin Bi et al. (2021), Consumers experiencing regret tend to exhibit more impulsive online buying behavior. However, planned purchases can reduce the occurrence of impulsive buying. Efforts are needed to ensure that purchases are planned, thus avoiding impulsive purchases that can happen suddenly. Attempting to ask for conformity from family and close people is one way to make planned purchases. Kumar et al. (2020) state that consumers should prepare a list of products they need and discuss them with their families before going to the store or deciding to buy a product to reduce their chances of buying unplanned items and post-purchase regrets.

After making a purchase, consumers evaluate their satisfaction or dissatisfaction with the product they have bought (Secapramana et al., 2021). Kumar et al. (2020) state that one way to reduce the occurrence of buyer's remorse is by managing expectations for impulsively purchased items and seeking input from close individuals, which can mitigate purchase regret. Therefore, the conformity provided by family or close individuals to manage expectations for impulsively purchased items can lessen buyer's remorse. Based on this explanation, it is suggested that conformity consumption can reduce the impact of impulsive buying on buyer's remorse.

H4: Conformity consumption negatively affects the relationship between impulsive buying and buyer's remorse.

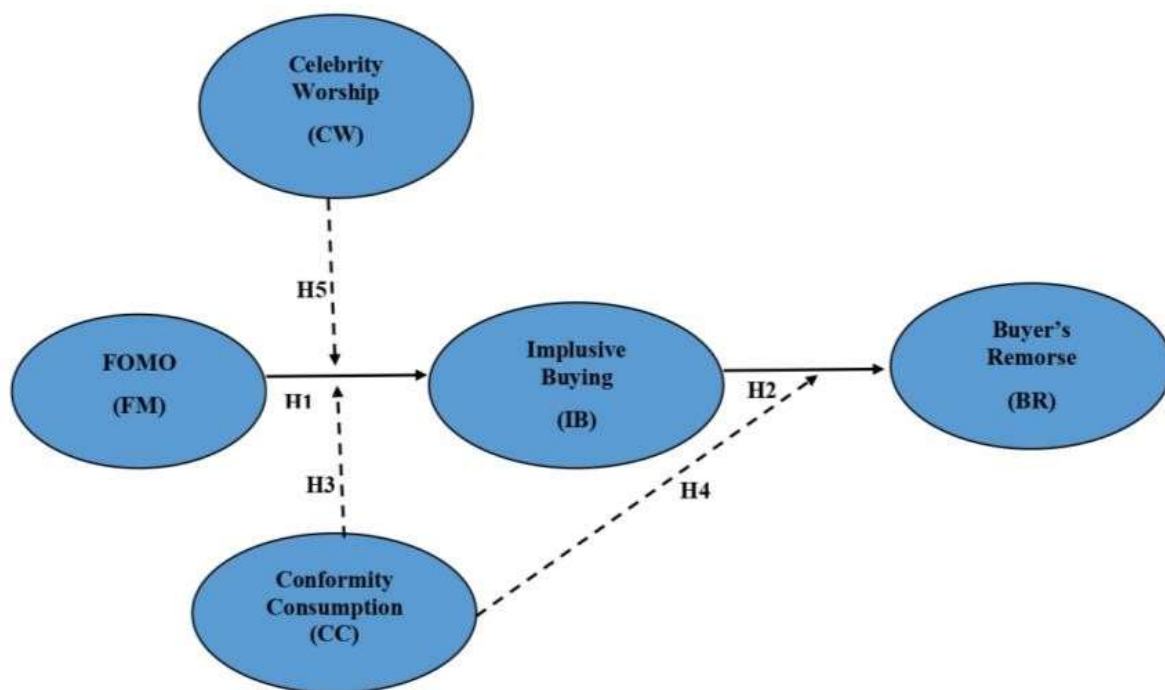
In psychology, Celebrity Worship refers to an individual's excessive or obsessive attitude towards their idol. Typically, these fans engage in various activities aimed at supporting their idol. These activities require both material and non-material sacrifices in terms of time, effort, and finances to please their idol (lin et al., 2021). Furthermore, celebrity worship can be divided into three stages (Munica, 2021):

- Entertainment-social is the lowest level of idolization activity, where idolization is still within reasonable limits. It involves gathering information about the idol, admiring the idol for their talent, and enjoying their work.
- Intensive personal feeling represents the middle stage in the idolization process. In this stage, empathy emerges when a fan feels that they and their idol can understand each other. The form of empathy reflected towards their idol can trigger obsessive and compulsive behaviour in the future if not addressed, and it could even escalate to a higher level of worship.
- Borderline-pathological represents the highest level of celebrity worship. The attitude displayed involves activities that can infringe upon the privacy of their idol.

Worship is a one-way relationship between a person and his idol character, where a person becomes obsessed with celebrities (Cahyani & Purnamasari, 2019). The attitude of celebrity worship possessed by fans can encourage them to make impulsive purchases of merchandise or goods related to their idols, and it was found that celebrity worship has a positive influence on impulsive buying behaviour (Lin et al., 2021). Çelik & Eru (2019) explain that FOMO precedes impulsive buying. So from the above statement, it can be assumed that the relationship between FOMO and Impulsive buying will be stronger if fans have celebrity worship. Fanaticism from K-pop fans will cause them to be more willing to spend money to support their idols (Munica, 2021).

H5: Celebrity worship positively influences the relationship between FOMO and impulsive buying.

Figure 1 Research Conceptual Framework



Method

This study investigates the moderating effects of conformity consumption and celebrity worship on the relationship between FOMO, impulsive buying, and buyer remorse by adopting consumer behaviour in purchases. The research sample consists of K-pop Twitter SBT (sell-buy-trade) account users who have made purchases or pre-orders of K-pop merchandise.

Data was collected by distributing a questionnaire in a Google Form through social media platforms such as Twitter, Whatsapp, and Line. This technique was used to reach a wide range of samples of Twitter SBT (sell-buy-trade) K-pop account users. Out of 258 responses received, 201 respondent samples from SBT (sell-buy-trade) K-pop account users on Twitter were deemed complete and met the criteria for this research sample.

Table 1 sample demographics

Variable	Frequency
Gender	
Male	1
Female	200
Age	
12-17 years	16
17-21 years	83
22-25 years	74
26-45 years	27
Latest education	
No school	0
Elementary school	0
Junior High School	5
Senior High School	107
Diploma	24
Bachelor Degree	64
Master Degree	1
Postgraduate	0
Occupation	
Students	117
Employee	63
Civil Servants	4
Others	17
Monthly Income	
< Rp 1.000.000	95
Rp 1.000.001-Rp 3.000.000	60
Rp 3.000.001-Rp 5.000.000	20
>Rp 5.000.000	26

Source: Fitri Rizky Amellia, Usman, 2023

The questionnaire comprises three sections. In the first section, respondents are asked to indicate their ownership of a K-pop Twitter SBT account and their experience purchasing K-pop merchandise. This information is crucial to participate in the survey and ensure that the samples taken align with the criteria, explicitly being K-pop Twitter SBT account users who have made merchandise purchases. The subsequent section focuses on demographics, including variables related to gender, age, education level, occupation, and

income, the results of which can be seen in Table 1. The final section (see Table 2) gathers information regarding the dependent, independent, and moderating variables: FOMO, impulsive buying, buyer's remorse, conformity consumption, and celebrity worship. The measurement items used in this study were adapted from previous research on buyer's remorse behaviour. A five-point Likert scale ranging from 1-Strongly Disagree to 5-Strongly Agree was employed to assess responses.

Table 2 Indicators of measurement of research variables

Variable	No	Indicators	Source
FOMO	1	I prefer buying K-pop merchandise, so I am not excluded from my group.	(Syafaah Santoso, 2022) &
	2	I feel included if I refrain from participating in the latest K-pop merchandise pre-orders.	
	3	I feel uncomfortable socializing if I do not have K-pop merchandise.	
	4	I buy K-pop merchandise to be accepted into my group.	
Impulsive Buying	1	I often buy/pre-order K-pop merchandise without giving it much thought.	(Çelik & Eru, 2019); (Nafeesa & Novita, 2021)
	2	"I see K-pop merchandise I buy" describes me.	
	3	I often buy K-pop merchandise spontaneously.	
	4	"Just do it" describes how I buy K-pop merchandise.	
Buyer's Remorse	1	I feel guilty after purchasing the K-Pop merchandise that I have chosen.	(Çelik & Eru, 2019)
	2	I regret choosing the K-pop merchandise that I bought.	
Conformity Consumption	1	I observe people in my social group to ensure I buy the right product.	(Kang et al., 2019)
Celebrity worship	1	I am willing to spend a lot of money to continue supporting my idol.	(lin Driana & Indrawati, 2021) &

The analysis technique used is Partial Least Square Structural Equation Modeling (PLS-SEM), considering that this study is not aimed at confirming theories but at theory development to explain the target constructs. According to Hair Jr et al. (2017), in cases where there is little theoretical knowledge about structural relationships or measurement characteristics for each latent construct or when the emphasis is on exploration rather than confirmation, PLS-SEM is more appropriate than covariance-based SEM. The two-stage method is used to generate interaction for moderator variables. This method was chosen because both exogenous constructs and moderator constructs are measured using reflective indicators, and the analysis aims to reveal the significance of moderation effects.

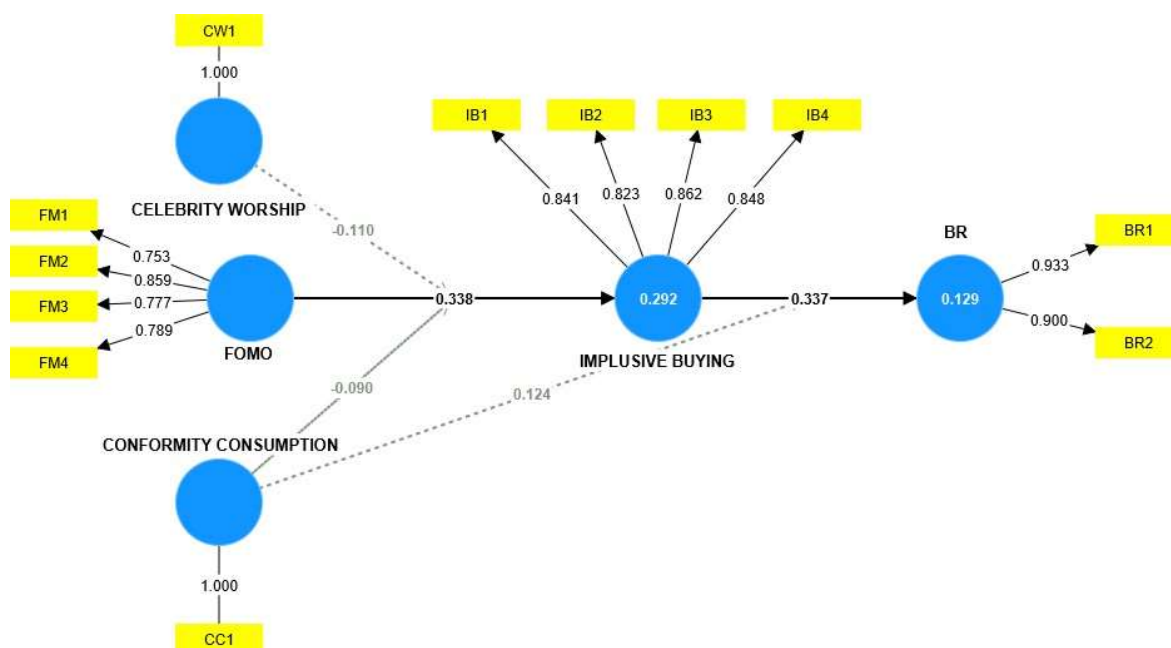
The model parameters are estimated using the Partial Least Square Structural Equation

Modeling (PLS-SEM) algorithm. All measurement models in this study use reflective indicators to assess the validity and reliability of these measurement models, namely Internal Consistency Reliability, convergent validity, and discriminant validity (Hair Jr et al., 2017).

Result and Discussion

Although PLS-SEM does not require normally distributed data, data that deviates significantly from normality can pose issues in measuring parameter significance. The test results indicate that most indicators have absolute skewness values less than one and kurtosis values less than 2. Thus, there are no severe violations of normality, supporting the measurement of parameter significance using bootstrapping.

Figure 2 Structural Model Results and Parameter Estimates



The model parameters are estimated using PLS-Algorithm, and the estimation results can be seen in Figure 2. The reliability test is carried out by analyzing the C.R. (composite reliability) and Cronbach's alpha values with an expected value of more than 0.7 (Straub et al., 1997). It is known that the variables of this study have Cronbach alpha and composite reliability values above 0.7, so all variables used are said to meet internal consistency reliability. Convergent validity analysis is assessed by the value of outer loadings less than 0.7 (Hair Jr et al., 2017). The analysis results show that all indicators for each variable have loadings greater than 0.7 to show their validity. Convergent validity

is also indicated by the AVE (Average Variance Extracted) value with a minimum of 0.5 for each construct (Hair Jr et al., 2017). The analysis shows that all constructs have an AVE value greater than 0.5. So, all constructs meet convergent validity.

Evaluation of the mentioned measurement model shows that discriminant validity has been met. A set of measurement items representing a construct can be distinguished from a set of measurement items belonging to another construct. The Fornell-Larcker criterion and the Heterotrait- Monotrait Ratio (HTMT) criterion are used to assess discriminant validity. According to the Fornell-Larcker criterion, the discriminant validity of a construct is considered fulfilled if the square root of the AVE (explicit mean value measured) is greater than the correlation between the construct and other constructs (Fornell & Larker, 1981). Meanwhile, according to the HTMT criterion, the discriminant validity of a construct is considered fulfilled if the HTMT value of the construct does not exceed 0.9 (Fornell & Larker, 1981).

The evaluation results using both criteria above indicate that all constructs in this research model meet the requirements for discriminant validity. Therefore, the measurement model in this study is promising because all constructs in the model have met the standards of internal consistency reliability, convergent validity, and discriminant validity.

Furthermore, the structural model assessment does not refer to global model fit in PLS-SEM. However, it focuses on heuristic criteria based on the model's ability to predict the dependent variables. The evaluation of this structural model covers several aspects, such as diagnosing collinearity (Hair et al., 2014), assessing the determination coefficients R^2 (Hair et al., 2011), and evaluating the effect size f^2 (Cohen, 1988).

All variables used in this study are measured using reflective indicators, which means there is no collinearity check between indicators (outer VIF). Multicollinearity assessment is done by calculating the Variance Inflation Factor (VIF) coefficient, and the results show that none.

In addition, this research model has an R^2 value of 0.115 and a customized R^2 value of 0.274. Thus, this model is good at predicting the endogenous variable of buyer's remorse. Two variables, C.W. and F.M., significantly influence predicting I.B. because the effect size value f^2 is more significant than 0.02. Meanwhile, the variables CC, CW*FM, and CC*FM make a more negligible contribution to the model's ability to predict I.B. The I.B. variable has a significant role in predicting B.R. as its f^2 value exceeds 0.02. Meanwhile, the CC and CC*IB variables make a more negligible contribution to the model's ability to predict B.R.

The model yields an SRMR value of 0.71. Thus, the overall model fit is quite good since the SRMR value is less than 0.8. In general, the model generated is good for confirming the theory. Furthermore, transitioning to moderation analysis, which relies on bootstrapping prediction techniques in PLS using 5000 subsamples and a significance level of 0.05, resulted in significant outcomes for the moderation included in the model. T-statistics are generated through this procedure, and the p-value serves as the basis for accepting or rejecting the null hypothesis.

Table 3 Hypotesis Testing Results

Hypotesis	Path	t-value	p-value	Results
H1	FM → IB	5,859	0,000	Supported
H2	IB → BR	5,001	0,000	Supported
H3	CC* FM → IB	1,430	0,076	Not Supported
H4	CC*IB → BR	1,728	0,042	Supported
H5	CW*FM → IB	1,932	0,027	Supported

Source: Fitri Rizky Amellia, Usman, 2023

The results of hypothesis testing related to structural relationships can be found in Table 3. The table indicates that H3 did not receive statistical support, while the other hypotheses received support. H1 and H2 are significant at the 0.1% level, whereas H4 and H5 are at the 5% significant level.

This study successfully developed a new model to predict buyer's remorse using moderation variables of conformity consumption and celebrity worship. The PLS-SEM technique analysis results indicate that the proposed conceptual model has undergone a series of good validity and reliability tests, making it an acceptable research model. Additionally, the evaluation of the structural model shows that the research model has good predictive capabilities, with an adjusted R-squared of 0.274. This research model also indicates its overall fit and ability to confirm the built theory.

This study aims to investigate the roles of FOMO and impulsive buying in buyer remorse and simultaneously explore the roles of conformity consumption and celebrity.

Worship as moderators in the relationship between FOMO, impulsive buying, and buyer's remorse. The analysis results indicate that FOMO significantly and positively influences impulsive buying, and impulsive buying significantly and positively affects buyer remorse experienced by users of the SBT K-pop Twitter account. K-pop fans feel left behind if they do not participate in pre-ordering merchandise, leading them to make spontaneous purchases without much thought. This behaviour can result in buyer's remorse as they buy merchandise without careful planning. These findings align with previous research (Çelik &

Eru, 2019), which revealed that FOMO tendencies significantly impact impulsive buying and partially influence post-purchase regret, with post-purchase regret being influenced by impulsive buying.

Almost all of the sampled users of SBT K-pop are female fans, often referred to as fangirls, who likely have a high desire for purchase, increasing the risk of post-purchase regret. Utama et al. (2021) states that women make more impulsive purchases than men due to emotional factors, which can result in buying goods and services that are not actually needed.

Furthermore, it was also found that conformity consumption does not significantly influence the relationship between FOMO and impulsive buying (p -value > 0.05). Whether or not there is moderation by conformity consumption indirectly will not affect the level of impulsive buying caused by FOMO. According to Çelik & Eru (2019), FOMO directs people to live beyond their needs, making their needs unclear. This lack of clarity in needs confuses an individual in considering input from others, so the presence of conformity moderation has no effect.

On the contrary, conformity consumption significantly negatively influences the relationship between impulsive buying and buyer remorse among SBT K-pop Twitter users. This indicates that the SBT K-pop community, predominantly consisting of late teenagers (17-21 years old), will consider the influence of their family and close ones in their expectations of the purchased K-pop merchandise, thereby reducing regret regarding the product. Wijenayake et al. (2020) explained that conformity is the tendency to follow the expectations of the majority within a group, by accepting the majority's judgment as more accurate than one's own, especially in ambiguous situations; this is referred to as 'informational influence'.

It can be demonstrated that celebrity worship significantly positively influences the relationship between FOMO and impulsive buying (p -value < 0.05). Indirectly, celebrity worship leads K-pop fans to experience FOMO, prompting them to make unplanned merchandise purchases to demonstrate their fanaticism frequently (Munich, 2021).

This is evident from the demographic information of SBT K-pop users, primarily students with an income of less than Rp 1,000,000, yet exhibiting high celebrity worship. They are willing to spend money to purchase merchandise, a sacrifice made solely to support their idols.

Conclusion

This study successfully built a new purchase regret prediction model involving two moderating variables. The resulting model has a good level of fit-model so that it can be used as an alternative to the buyer's remorse prediction model. This study successfully proved FOMO as a predictor of impulsive buying and impulsive buying as a predictor of buyer's remorse. Conformity consumption has been proven to moderate the relationship between impulsive buying and buyer's remorse. Reducing the regret arising from impulsive buying can be done by asking for conformity from the closest person or family. Celebrity worship moderates the relationship between FOMO and impulsive buying. This can be utilized by marketing from K-pop agencies to target people with high celebrity worship to increase sales of their company's merchandise.

Overall, this study has successfully proven the moderating role of celebrity worship and conformity consumption in predicting buyer remorse. Given that this model has only been applied to specific cases, there is still a need to validate the model for other subjects such as fashion, culinary, beauty products, household appliances, etc. There are also limitations to the uneven sample of fans in terms of gender, so future research needs to pay attention to equalizing the sample of male fans (fanboy) and female fans (fangirl).

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