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Influencing Factors in Fans' Consumer Behavior: BTS Meal Distribution in Indonesia*

Narita Gianini SINGER¹, Z. HIDAYAT²

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Abstract

Purpose: BTS Meal at McDonald's was launched in May 2021 in selected countries all over the world. BTS fans in Indonesia bought the BTS Meal and collectively donated to the online delivery drivers as a form of empathy. As a quantitative study, this paper aims to identify the influencing factors in sociopsychology for fans to buy products (BTS Meal) available online using celebrity endorsement strategy, as well as demonstrating social empathy as an extended effect. **Research design, data and methodology:** empirical research was conducted through an online survey sent to 150 participants using the purposive sampling method. Participants were BTS fans, or ARMYs, who bought BTS Meal and conducted donations. Data were then sorted and processed with path regression. **Results:** preference and role model influenced the buying behavior; however, these factors influenced social empathy only when mediated by consumption. Preference and role model alone did not have a direct influence on social empathy. **Conclusions:** Consumer behavior insight is relevant in distribution science. A meal distribution involving brand ambassadors is considerable, particularly with celebrities demonstrating quality in capturing fans' hearts through role modeling. When a distribution is conducted online using a brand ambassador, buying behavior could lead to a social impact.

Keywords : Consumer Behavior, Distribution, Online Shopping, Fandom, Bangtan Sonyeondan (BTS)

JEL Classification Code: L81, M31, R41, Z13

1. Introduction

Bangtan Sonyeondan, or Bulletproof Boy Scout in English (BTS) is a group of South Korean (or referred to as Korean hereinafter) young male pop singers consisting of 7 members. Debuted in 2013, they have experienced much turmoils, difficulty, and hardship before being acknowledged as "the biggest band in the world" in 2021

according to Rolling Stone Magazine. Fortune noted that under Big Hit Entertainment agency based in Seoul, and now known as Hybe, BTS made USD86 million in profit in 2020, and contributed as much as 90 percent of Big Hit's total sales of USD 249 million in the first half of 2020, making them an essential asset of the company. *Hanryu* or *Hallyu*, or Korean Wave effect, inspires entertainment companies in Korea to produce songs in English, Japanese or Chinese to embrace more audience globally (Jung, 2010). BTS' English-language song, Dynamite, marks the peak of their performance which was recorded in the Guinness Book of Records as "most simultaneous viewers for a music video on YouTube Premieres" and acknowledged by Billboard. This also serves as the transnational and transcultural flows of hybridized popular cultures, encouraged by digital technologies, generating possibilities for cultural products to be viral and for products distribution to happen locally in everyday experiences (McLaren & Dal Yong, 2020).

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1 First Author. Graduate Student, Communication Department, BINUS Graduate Program, Bina Nusantara University, Indonesia. Email: narita.singer@binus.ac.id

2 Corresponding Author, Senior Lecturer, Communication Department, BINUS Graduate Program, Bina Nusantara University, Indonesia, Email: z.hidayat@binus.edu

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With the huge success, it is unsurprising to see the group formed of Kim Namjoon, Kim Seokjin, Min Yoongi, Jung Hoseok, Park Jimin, Kim Taehyung, and Jeon Jungkook attracts a significant number of brands. From Korea, there are Samsung, Hyundai, Fila, Coway, Kloud Draft Beer, LINE, Lotte, etc. and recent contracts include international names such as Louis Vuitton and McDonald's. From Indonesia, there is also a large e-commerce platform, Tokopedia, bringing closer experience between the celebrity and the Indonesian market.

In the K-Pop industry, fans are often named. BTS' fandom is called ARMY, which stands for Adorable Representative MC for Youth, and their presence is considered formidable due to sold-out stadium concerts and 40 million subscribers to BTS' YouTube channel according to Time Magazine. The powerful solidarity of ARMY makes music and content consumption internalized and propagated, and this worldwide act is the result of a "community of taste" which shares passionate and faith-like feelings for the adored object (Lee, 2019).

BTS is also recognized for its philanthropic acts. South China Morning Post mentioned several notable charities, including USD 1 million donations to the Black Lives Matter movement in the US, KRW 500 million to support the End Violence Against Children campaign along with UNICEF, and several donations from each of the band's members. The generous deed was then followed by ARMYs all over the world, from matching BTS donations to the Black Lives Matter to other various humanitarian projects in Korea, Singapore, India, Philippines, Bangladesh, Syria, as well as Indonesia. A BTS fan in the USA, Erika Overton, initiated One in an Army (OIAA), a Twitter-based group that inspires donations by encouraging BTS fans to spend on charity projects. Erika told CNN that, "They put a lot of effort into giving us of themselves and their music and their sincerity ... the ARMY wants to give back in their name".

The distribution of McDonald's BTS Meal was conducted in 50 countries. In Indonesia, the meal was not available to be collected in-store as a result of the pandemic situation, so therefore McDonald's announced they would only receive orders through online applications (McDonald's online delivery apps, Grab Food, Go Food, and Shopee Food), which implies that the distribution is conducted merely by online shopping. Since ARMY knew the success of getting BTS Meal depended on the online delivery drivers, Indonesian ARMYs sent empathy by generating donations through many channels. Donations were also made by giving consumable items or even basic supplies such as rice and cooking oil to individuals. Celebrities doing social empathy is exemplary to fans, and this role modeling may generate further influence than merely a product distribution itself. Furthermore, BTS

stated in their interview with Variety about McDonald's that during their early debut era, despite having had many difficult moments, they have special memories associated with the famed restaurant. They loved to visit McDonald's and spent some precious break time enjoying the meal. Their preference towards McDonald's meal distribution could have an impact on fans' buying behavior, and together with BTS' social empathy demonstration and the help of online delivery drivers, these factors might have a powerful effect on meal distribution.

While previous research commonly giving particular attention to brand image, social influence, perceptions, consumer personality, brand loyalty, and brand credibility related to consumer behavior (Smith, Kendall, Knighton, & Wright, 2018; Nelson & Deborah, 2017; Maidiana & Hidayat, 2021; Budi, Hidayat, & Mani, 2021), this research is intended to offer something considerably new. The influencing factors in consuming endorsed meal products using an online distribution which then followed by donation behavior is not often examined in fandom, and this could inspire marketers and distributors. Therefore, these factors are examined to find whether they are worth consideration. The selection of celebrity is also important in demonstrating role model and preference that leads to consumer behavior. Influencing factors are observed from sociopsychology in fandom, online shopping, and consumer behavior and meal distribution aspects to examine personal drive when consuming an endorsed product and then, being given the chance, conducting social action.

2. Literature review

2.1. Sociopsychology in fandom

The fan studies highlight sociological and psychological aspects of fans group behavior and the passionate engagement and possession over objects. Fandom refers to a community or subculture fascinated by particular objects or persons in any human interests or activities with typical characteristics, including experiential product usage (Lu Wang, 2017). Psychologically, fans are the most loyal, willing to purchase tie-in products, and therefore they are an ideal target for viral product distribution (Duffett, 2013). When revealed to demonstrate affection through critical messages, fan identity is powerful and definitive to product distribution (McLaren & Dal Yong, 2020; Huang, Lin, & Phau, 2015). Furthermore, fan activities expand to more than merely listening to and enjoying music from the artists they support. Additional activities include interacting with other fans through social media and offline events, producing videos of covers,

helping other fans, buying products related to their idol, or supporting various causes that the artist support, for example, social empathy (Lee, 2019). As the fandom of BTS, ARMY is considered unique and demonstrates an exemplary manifestation of the fandom phenomenon (Touhami & Al-Haq, 2017) and is acknowledged as the most powerful, dedicated, and organized fandom in the world.

Sociopsychology has been regarded as the study of the individual as a social being, focusing on psychological variables, individual effects, personalities and traits, perception, and cognition (Littlejohn, Foss, & Oetzel, 2017). Although there are various dimensions in the interaction between fans and celebrities, there is a range of consumer-celebrity relationships involving intense personal (a strongly personal aspect to the attraction to a celebrity) (McCutcheon, Lange, & Houran, 2002).

The study of attachment between celebrities and consumers also defines the function of each party. At the same time, this attachment considers who the partner is and what qualities attract others to him and her. A donation demonstrates that a singer, who deals with difficulties in the past, provides a role model for overcoming struggles to express social empathy (Lacasa, de la Fuente, Garcia-Pernia, & Cortes, 2017). Then, when the audience gains positive impressions of their idol's personality or character traits, they are more likely to buy the associated products referred by the celebrity (Lorož & Braig, 2015). Preference has been associated with various consumer attitudes and buying behavior (Ho Lee & Jung, 2018).

Preference and Role Model are used as variables to define the dimensions of sociopsychological aspect related to buying behavior and social empathy in connection to the product distribution using endorsing celebrity (described in Table 1 on Section 3, Subsection 3.1).

2.2. Online shopping

The number of consumers doing online shopping to buy goods, supplies, and meals is increasing. Gradually consumers are shifting to more specific behavior to search for satisfaction and loyal intention (Singh, 2014). Online shopping then becomes a significant channel for business, including meal production (Dash & Saji, 2008). A specialized delivery application is considered by companies, particularly the ones in the food business, and therefore a compromised model of online distribution is favorable (Yoo & Kim, 2019). Previously consumers were reluctant to do online shopping and use online delivery channels (Huang & Oppewal, 2006). However, the basic necessity to obtain a meal is increasing. People now use online channels to shop for a meal because of the COVID-19 pandemic situation (Grashuis, Skevas, & Segovia, 2020).

BTS Meal distribution in Indonesia is conducted only using the online application (Go Food, Grab Food, McDonald's online application, and Shopee Food). The multi-channel online shopping for BTS Meal is necessary to give room for customers and provide more opportunities to buy the meal (Park & Lee, 2017). There is a need to understand consumer's attitudes and behavior towards the online delivery driver who helped consumers to get the product they want (Cummins, Peltier, Schibrowsky, & Nill, 2014; Johnson, Bardhi, & Dunn, 2008). Donation intention could appear when there is any empathy formed between the consumer and the online delivery driver to whom consumers rely on their purchase (Oh, Hwnag, Quan, & Jung, 2014). Therefore, the dimension of Social Empathy (described in Table 1 in Section 3, Subsection 3.1) was made possible only because the distribution uses online shopping channels.

2.3. Consumer behavior and meal distribution

When band members share visual stories of their lives, aesthetic preferences, and commentary on their work through social media, they open the possibility for fans all over the world to connect even daily, including what they consume. This has become a large part of BTS' success (Chang & Park, 2019). In today's hyper-connected age, consumers are easily and conveniently exposed to other people's opinions and able to participate in such places (Han, 2020). Consumers tend to perceive about product quality before buying a product; the higher the quality, the higher the purchase intention (Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed, 2015). Fans are engaged in customization, production, and devotion practice to enhance their relationship with the artist and fans tend to be more compulsive in their behavior to obtain anything consumable related to their idol (Derbaix & Korchia, 2019; Lee, Yoo, & Ko, 2021). Currently, consumers also shift their preference to buying meal products with higher added value, be it having special product characteristics or brand products (Turčínková & Stávková, 2009), for example, a product associated to or endorsed by a celebrity. Young people tend to follow whatever their role model suggests or tells them to do. This includes when people they admire point out their favorite types of food, restaurants where they meet and eat, or order food and drinks. Directly and indirectly, role models have encouraged meal distribution.

2. Hypotheses development

Although there are many variables affecting buying behavior and social empathy, this research tested only some. Several variables significantly affect the intervening

variable as well as the dependent variable. This research employed four variables: Preference, Role Model, Buying BTS Meal, and Social Empathy. Preference (X1) and Role Model (X2) served as independent variables, while the dependent variable is Social Empathy (Z). There was also an intervening variable, Buying BTS Meal (Y), where BTS Meal distribution employs endorsed celebrity and may affect the dependent variable. Responses were measured on a 5-point Likert Scale, from 1 (strongly disagree) to 5 (strongly agree) in each variable. The research model is described in Figure 1.

Hypotheses are developed to examine a significant factor in consumption behavior (buying BTS Meal) that leads to social empathy (donations). Based on the literature review and research model in Figure 1, hypotheses for this research were defined as follows:

- H₁**: Preference influences Buying BTS Meal
- H₀**: Preference does not influence Buying BTS Meal
- H₂**: Role Model influences Buying BTS Meal
- H₀**: Role Model does not influence Buying BTS Meal
- H₃**: Preference influences demonstrating Social Empathy
- H₀**: Preference does not influence demonstrating Social Empathy
- H₄**: Role Model influences demonstrating Social Empathy
- H₀**: Role Model does not influence demonstrating Social Empathy
- H₅**: Buying BTS Meal influences demonstrating Social Empathy
- H₀**: Buying BTS Meal does not influence demonstrating Social Empathy

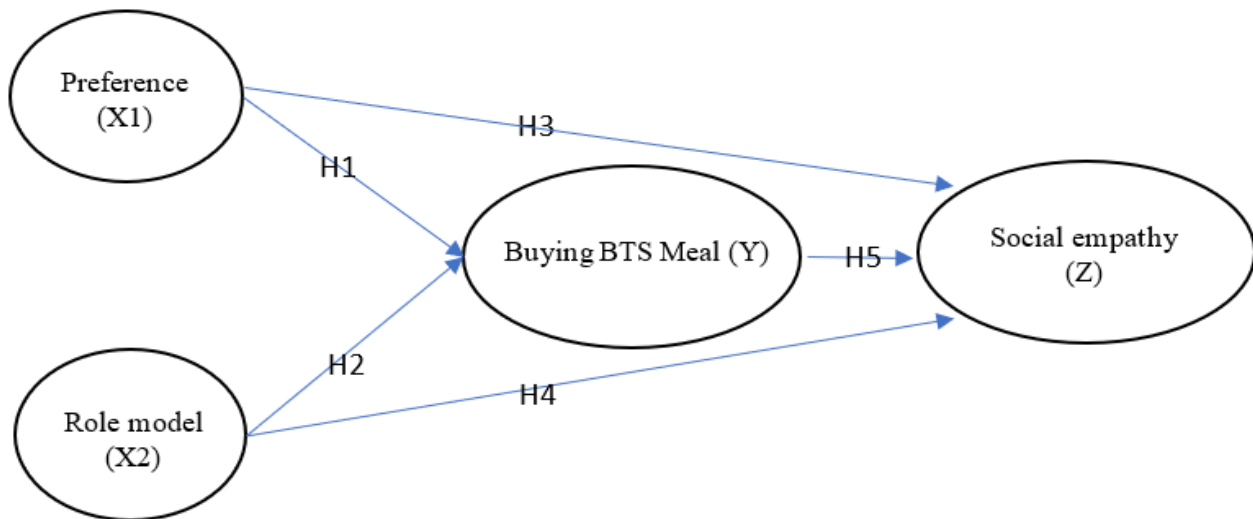


Figure 1: Research model (Jeon, 2015)

3. Methodology

This research is intended to construct hypotheses that influencing factors on consumption and donation behavior are related to sociopsychological aspects: preference and role model. The study will use the positivism paradigm to explain the influences and significance between variables. The quantitative research of consumer behavior is to measure phenomena and consumer characteristics, and therefore data analysis is required to provide further support in understanding the market (Chrysochou, 2017). The population of this research is ARMYs who purchased BTS Meal in Indonesia and conducted donations to the online delivery driver. Questionnaires are developed using the Likert scale to measure attitude as preferential ways of

behaving/reacting in a specific circumstance (Joshi, Kale, Chandel, & Pal, 2015).

This research employed non-probability sampling with the method of purposive sampling to ensure that target respondents are valid. Since the population sample is unknown, this research applied inferential statistics to purposive sampling, considering that the results are not to be generalized beyond the sample itself (Williamson, 2003). When respondents' characteristics tend to be homogenous, which are BTS fans who are mostly female with a young age group and living in urban areas, non-probability sampling was more appropriate to be applied (Bryman, 2016). Purposive sampling, or judgmental sampling, is applied to follow some judgment or arbitrary ideas when researchers are seeking for representative sample (Vehovar, Toepoel, & Steinmetz, 2016). Purposive sampling is often used when respondents are selected at the right place and at

the right time (Acharya, Prakash, Saxena, & Nigam, 2013). This type of sampling is used when researchers were searching for respondents who were BTS fans or ARMYs. While the use of location estimators under purposive sampling has to be addressed (Guarte & Barrios, 2006), the survey was conducted online by distributing a link of questionnaire to 150 participants residing in Indonesia, with a specific condition set at the beginning of the survey to make sure respondents were ARMYs who bought BTS Meal and donated to the online delivery driver. There are three points in the survey process: sample, question design, and data collection. Raw data is calculated with path

regression analysis to determine the significance of each variable, and questionnaire results were calculated with SPSS 23 using Path Analysis. Path Analysis is also known as multiple regression with intervening variables.

3.1. Variables of influencing factors

When various variables may be employed, only several variables were used in this study. Variables were defined by the researcher after considering previous research (Cargan, 2007) with similar context and background (see Table 1).

Table 1: Variables of influencing factors and references

Variables	Definition	References
Preference (X1)	Choice or willingness to pay (economically), or a latent tendency to consider something desirable or undesirable (psychologically). How people choose among a given set of alternatives. Knowledge, feelings, memory, and environment influencing decision.	Simonson, 2008 Zajonc, 1980 Dhar, 1997 Lichtenstein & Slovic, 2006
Role model (X2)	Using idols as attachment figures to worship and model to fulfil their human needs. Learning from other people to observe the behavior in order to obtain perfection and excellence or to recover from mistakes. Inspiring personality and individual qualities powerful to gain other people's attention.	Deci and Ryan, 2000 Thomson, 2006 Brace-Govan, 2013
Buying BTS Meal (Y)	The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Purchasing decision influenced by brand ambassador's personality traits. The association between brand ambassador and the product creates an impact on the preferences of the consumer in terms of buying behavior.	Solomon, Russell-Bennett & Previte, 2012 Smith, Kendall, Knighton & Wright, 2018 Baumgartner & Steenkamp, 1996 Chiou, Huang & Chuang, 2005
Social Empathy (Z)	The ability to understand people and other social groups by perceiving and experiencing their life situations. Understanding of others' feelings and sharing actions, movements, and physical cues. Cognitive empathy dominated by the skill of social sensitivity.	Segal, 2018 Segal, Cimino, Gerdes, Harmon & Wagaman, 2013 Davis, 2018 Riggio, Tucker & Coffaro, 1989

4. Results

4.1. Respondents' characteristics

150 respondents filled the online survey, all of them reside in major cities in Indonesia, who bought BTS Meal and gave a donation to the online delivery drivers. Among respondents, 95.3 percent are female and 4.7 percent are male, with a majority range of age between 18-25 years (45.3 percent), 26-35 years (25.3 percent), and 36-45 years (15.3 percent). Respondents' income varies, but they mostly earn less than Rp 5 million per month (56.7

percent), while there is 26 percent of respondents who earn between Rp 5 million to Rp 10 million and 11.3 percent earn Rp 15 million or more.

4.2. Validity and reliability

Variables are tested for reliability to check for the consistency of a measure. Respondents are meant to have approximately the same responses each time the test is completed and Cronbach's alpha is the most commonly used test to define the internal consistency of an instrument (Heale & Twycross, 2015). In several psychological tests, reliability is highlighted to determine which measurements

are repeatable (Drost, 2011). The internal consistency is measured using Cronbach's alpha and composite reliability (CR) to define the reliability based on the interrelationship between the observed items variables, and the level of correlation of multiple indicators (convergent validity) was assessed using average variance extracted (AVE) (Voorhees, Brady, Calantone, & Ramirez, 2016). After testing, CR was found to be > 0.7 and AVE > 0.4. Fornell and Larcker (1981) identified that if AVE is less than 0.5 but composite reliability is higher than 0.6 then the convergent validity of the construct remains adequate.

Meanwhile, Cronbach's alpha result is shown in Table 2.

Table 2: Reliability testing (Fornell & Larcker, 1981)

Variables	No of statements	Alpha	Remarks
Preference	5	0,879	Good
Role Model	5	0,797	Good
Buying BTS Meal	5	0,781	Good
Social Empathy	5	0,531	Moderate

Cronbach's alpha has to be > 0.6 to define variable's

Table 4: Variations in data used in Regression Model 1 (Hoyt, Leierer, & Millington, 2006)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	869.945	4	217.486	30.056	.000
	Residual	1049.229	145	7.236		
	Total	1919.173	149			

According to Table 4, the F-sig < 0.05 shows that altogether, independent variables have the effect or cause a change on dependent variable. In other word, this model is suitable to describe variations in data used.

Table 5: Hypothetical test in Regression Model 1 (Hoyt, Leierer & Millington, 2006)

Variables	Beta	Sig	Sig-Bootstrap
(Constant)		.014	.006
Preference	.504	.000	.000
Role Model	.244	.012	.047

Dependent variable: Buying BTS Meal

In Table 5, the regression result with bootstrap shows adjusted Sig value after considering the error possibility from unfulfilled assumptions. When p-sig < 0.05 then the defined independent variable affects Buying BTS Meal as the dependent variable. Both regression and bootstrap

reliability. Table 2 shows Preference, Role Model, Buying BTS Meal are good in reliability, while Social Empathy has a moderate level. Representativeness of the acceptable level of Cronbach's alpha value is within 0.5 to 0.7 (Nunnally, 1975).

4.3. Results of regression test

Based on Table 3, the value of Adjusted R-Square demonstrates that 43.8 percent from the change in dependent variable (Buying BTS Meal) depends on independent variables inside the model, and the rest are caused by other factors outside the model. The R square value is 0.453 and the result of $e1 = 1\sqrt{1 - 0.453} = 0.7395$.

Table 3: Result of Regression Test Model 1 (Miles, 2005)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 ^a	.453	.438	2.6900

^a Predictors: (Constant), Preference, Role Model

produce similarity although the Sig value is changed. Table 5 shows that in regression model 1, the significance of the Preference variable is 0.000 and the significance of the Role Model variable is 0.047. These results indicate that in regression model 1, Preference and Role Model significantly affect Buying BTS Meal (Y) because the numbers are smaller than 0.05.

Table 6: Result of Regression Test Model 2 (Miles, 2005)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614 ^a	.376	.355	1.5180

^a Predictors: (Constant), Preference, Role Model, Buying BTS Meal

Preference has a significant influence in Buying BTS Meal with Beta value 0.504, which mathematically identifies that every 1 point of increase in Preference causes the increase of probability to buy BTS Meal around 0.504 points. Meanwhile, Role Model has significant influence in Buying BTS Meal with Beta 0.244, which mathematically concludes that every 1 point of increase in

Role Model causes the increase of probability to buy BTS Meal around 0.244 points.

In Table 6, the value of Adjusted R-Square denotes that 35.5 percent of change in the dependent variable (Social Empathy) depends on independent variables inside the model, while the rest are caused by other factors outside the model. The R square value is 0.376 and the result of $e2 = 1\sqrt{1 - 0.376} = 0.7899$.

Table 7: Variations in data used in Regression Model 2 (Hoyt, Leierer, & Millington, 2006)

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	200.370	5	40.074	17.391	.000
	Residual	331.823	144	2.304		
	Total	532.193	149			

In Table 7, the value of $F\text{-sig} < 0.05$ concludes that altogether, independent variables have the effect or cause a change on dependent variable. In other words, this model is suitable to describe variations in data used.

As seen in Table 8, the result of regression with bootstrap shows adjusted Sig value after considering the error possibility from unfulfilled assumptions. Criteria remain the same, that is when $p\text{-sig} < 0.05$ then the defined independent variable has an effect upon Social Empathy as the dependent variable. Both the regression and bootstrap results show similarity although the Sig value is changed. Table 8 shows that in regression model 2, the significance of the Preference variable is 0.640, the significance of the Role Model variable is 0.795, and the significance of Buying BTS Meal is 0.005. These results indicate that in

regression model 2, Preference and Role Model does not affect Social Empathy (Z) because the numbers are higher than 0.05. However, Buying BTS Meal has a number lower than 0.05, indicating its significance towards Z.

Table 8: Hypothetical test in Regression Model 2 (Hoyt, Leierer, & Millington, 2006)

Variables	Beta	Sig	Sig-Bootstrap
(Constant)		.000	.000
Preference	.051	.629	.640
Role Model	-.030	.778	.795
Buying BTS Meal	.255	.005	.005

Dependent variable: Social Empathy

Preference and Role Model have no significant influence in Social Empathy, with Beta value 0.051 and -0.030 accordingly. However, Buying BTS Meal has a significant influence upon Social Empathy with Beta 0.255, which mathematically means every 1 point of increase in Buying BTS Meal cause the increase of Social Empathy 0.255 point.

Preference and Role Model are correlated with Buying BTS Meal; however, they do not have direct correlation with Social Empathy. Moreover, BTS Meal is correlated with Social Empathy. This means, there is an indirect correlation between Preference (Beta $0.504 \times 0.255 = 0.128$) and Role Model (Beta $0.244 \times 0.255 = 0.062$) with Social Empathy, mediated by Buying BTS Meal. Figure 2 shows the values.

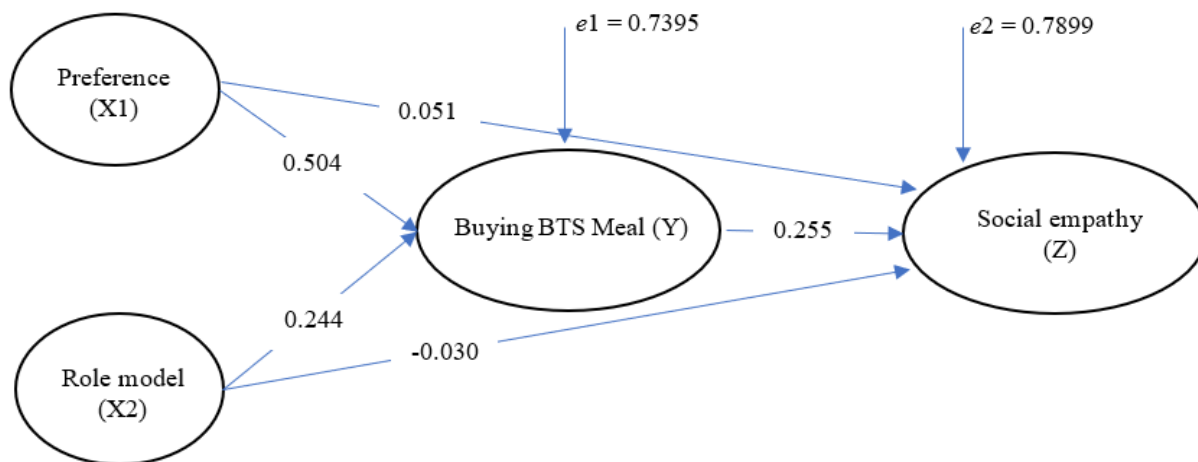


Figure 2: Path coefficient model (Jeon, 2015)

5. Discussion

This study found some interesting facts in sociopsychological factors related to buying behavior and social empathy in fandom. Based on the data, Preference has a significant influence on Buying BTS Meal with Beta 0.504, which means that the increase of preference can cause the probability increase to buy BTS Meal. People's preference correlates with buying behavior, and Buying BTS Meal is based on Preference – because it is a “BTS Meal” then people are willing to buy. The more someone prefers BTS, the more the probability that someone is buying the BTS Meal, therefore this proves the positive effect of the relationship between consumer and the brand distribution (Jahn & Kunz, 2012). Furthermore, consumers' relationships with music could influence their perception of the authenticity of the brand reference (Burkhalter, Curasi, Thornton, & Donthu, 2017). This result is similar to other research, revealing that preference is the willingness to pay or the tendency to consume something desirable or undesirable (Simonson, 2008). The accepted hypotheses are H1.

In terms of Social Empathy, Preference does not count. Preference has no significant influence on Social Empathy, which means when someone has a preference over BTS, it does not necessarily lead to social empathy (donating behavior). But there is an indirect correlation between Preference with Social Empathy mediated by Buying BTS Meal. When a person prefers to buy BTS Meal, that person is more likely to donate to the online delivery driver. Fans are often negatively recognized or seen as subordinated formations of people (Gray, Sandvoss, & Harrington, 2017; Sandvoss, 2005). When all community members share their beliefs and practices, they share their behaviors (Duffett, 2013). A study also mentions that social order (of empathy) occurs when an individual has a consequence of an act (Davis, 2018). There is some misjudgment to ARMYs due to their dedication to the band. This act of donation probably took place to increase the image and ensure the public is not only focused on overenthusiasm.

The Role Model has a significant influence in Buying BTS Meal with Beta 0.244. This explains that when people use idols as a learning model or an inspiration based on individual quality, they are willing to buy the item. The statement also defines that when the role model demonstrates more quality, people will buy the product. When the singer, or performer, provides a role model for overcoming difficulties in the past, fans could make a significant emotional investment (Lacasa, de la Fuente, Garcia-Pernia, & Cortes, 2017). The accepted hypotheses are H2.

Interestingly, Role Model has no significant influence on Social Empathy. The celebrity's quality does not determine the act of donation. Nevertheless, there is an

indirect correlation between Role Model with Social Empathy (Beta $0.244 \times 0.255 = 0.062$) when mediated by Buying BTS Meal. This concludes that when people buy BTS Meal to relate their quality themselves with BTS, it is likely that the person donates to the online delivery driver. In product distribution, this is known as goal-directed behavior and the “mastery model” of decision making (Deci & Ryan, 2000; Brace-Govan, 2013).

Buying BTS Meal has a significant influence on Social Empathy with Beta 0.255. The conclusion is that when someone does the buying behavior, this person is likely to express social empathy, in this case, by donating to the online delivery driver. When this buying behavior increases, so does the act of donation. This statement could be triggered by affective sharing when a person imitates another person's experience (Segal, Cimino, Gerdes, Harmon, & Wagaman, 2013), for example, learning other people's acts toward donating. It is possible for people who buy more BTS Meal to give more to the driver because the driver has to do more work and more effort. Buying BTS Meal serves as an intervening variable to the relationship between Preference and Role Model with Social Empathy. If there is no BTS Meal, possibly there is no connection between Preference and Role Model and the act of donating. The accepted hypotheses are H5.

6. Conclusion

This research is conducted to determine influencing aspects on consumer behavior and social empathy related to a product distribution endorsed by celebrities for fans. Some sociopsychological aspects correlate, and buying behavior can be the reason to demonstrate social empathy.

In terms of buying products endorsed by their celebrities, ARMYs consider several things. The relationship between consumers and celebrities involves some endorsed brand distribution. Therefore, there are several factors influencing buying behavior. Preference drives a buying behavior such as ordering BTS Meal, but Preference itself does not always influence an effort of donation. Meanwhile, the Role Model is also essential in influencing buying behavior. But the Role Model itself does not directly generate social movement related to donation. Preference and Role Model could lead to donation if there is a product or any cause that will drive Social Empathy. Influencing factors in Buying BTS Meal are Preference and Role Model, while Social Empathy is influenced by Preference and Role Model, but Preference and Role Model only have significant influence if mediated by Buying BTS Meal. In conclusion, consumer behavior insights could drive a better distribution decision. Therefore, it is important to find out how consumers or fans react to a product distribution using celebrity

endorsement and the reason behind their social empathy related to that particular product buying. This could provide meaningful implications on distributing products, where distributors and marketers could consider a strategy involving celebrities who demonstrate quality in capturing fans' hearts through role modeling, for example, BTS. BTS can generate empathetical actions beyond the product itself, and when the distribution is conducted using online channels with the help of online delivery drivers, social empathy is made possible. Choosing the celebrity to be endorsed should not only be for the reason of their popularity. Hence, a good combination of distribution and marketing strategy could lead a product distribution to become the talk of the town and produce an impactful selling.

Further studies are encouraged to reveal more information on consumer behavior and its relation with sociopsychology in fandom. For example, it is also practical to research the Role Model to define whether the celebrity's social action could make the fans imitating the idol in terms of social empathy without any reason (interference of the existence of a product). There are more factors to be researched in sociopsychological in connection to fandom and consumer behavior outside models mentioned in Section 3 of this research. These factors could be more relevant in influencing how fans are willing to consume brands endorsed by their idols.

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