

AN ANALYSIS OF FACTORS THAT INFLUENCE CUSTOMERS' PURCHASE DECISIONS OF GMMTV MERCHANDISE

Millenie Febriyanri¹, Sugianto²

^{1,2}Politeknik Tonggak Equator, Pontianak, Indonesia

Email: milleniefebriyanri@gmail.com¹, Sugianto.kampus@gmail.com²

Abstract: *The Thailand film industry is at the peak of its popularity. GMMTV, as one of the producers of Thai series or dramas, has received a lot of support and caught vast attention from domestic and foreign fans, including Indonesia. Successful with the original series, GMMTV started to see another opportunity by launching merchandise. With the fans' enthusiasm, these merchandise of GMMTV always sold out, caused to various factors influencing customer decisions. This paper will discuss the customer behavior of GMMTV fans. This research used associative quantitative approaches. The technique of sample collecting was probability sampling with a purposive approach, and snowball sampling consisted of 50 samples who were fans of GMMTV that had purchased merchandise from GMMTV. The method of data collecting in this research used a questionnaire using Google Forms and a literature study. The technique of data analysis used is the normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, multiple correlation analysis, coefficient of determination (R^2), and t-test (partial test). The results showed a significant simultaneous effect between the factors influencing (cultural, social, personal, and psychological) purchasing decisions. Meanwhile, the results of the research partially showed a significant influence on social and psychological variables on purchasing decisions.*

Keywords: fans, GMMTV, merchandise, purchasing decisions, Thailand

Introduction

The creative industry is growing day by day and adapting to the audience's tastes. Film and music are the sub-sectors of the creative industry that catch vast attention from teenagers to adults. Assisted by using technology and internet networks, creative industries can provide opportunities for each country to enter and introduce its culture to the global market. Thailand is starting to show the creativity of its human resources. Thailand's film industry can elevate its existence by carrying out social issues themes or taboo genres for some people. The success of the Thai series can be seen in the series entitled *2gether: The Series*. An article in Time Out Bangkok notes that thanks to *2gether: The Series*, the streaming channel LINE TV increased from just five percent in 2019 to 34 percent in 2020, especially during the Covid-19 pandemic (Koaysomboon, 2020). Seeing this great success, GMMTV, the producer of *2gether: The Series*, continues to develop and direct its attention to making other original series.

Based on company information, GMMTV, an entertainment subsidiary of GMM Grammy with the slogan "to be a leader in fully-integrated entertainment business and to engage with consumers through multi channels," offers unique entertainment that can produce and

deliver high-quality local content in Thailand and further expand; GMMTV intends to target the international market. Thriving as a series producer, GMMTV began to see other business opportunities besides entertainment. Seeing much admiration for their artists, GMMTV intends to take advantage of fans' love and use this opportunity well by launching official merchandise, such as bags, drinking bottles, clothes, key chains, et cetera. GMMTV introduces its merchandise by implementing a product placement strategy or product placement into its production series.

According to Hudson and Hudson (2006, as cited in Jiang et al., 2018), product placement strategies in modern times have become more complex because product and service advertising is not overtly advertised in films but is embedded into the content as if it has become part of a lifestyle. This leads to a more robust emotional engagement with the audience. GMMTV has done the right thing by doing that strategy in placing merchandise products into its series.

GMMTV's seriousness in launching their merchandise can be seen in every release of the latest original series must be included with the latest merchandise. One can be seen in the series *Fish Upon The Sky*, released in April 2021. In the series, there are also four merchandises (key chain, drinking bottle, tote bag, and clips) that are intentionally included in the *Fish Upon The Sky* storyline, and each has its meaning for the characters in the series. GMMTV's deliberate steps in placing the product were successful and increased interest in the merchandise.

Besides the official GMMTV SHOP website, the sale of GMMTV merchandise is assisted by an online shop explicitly selling GMMTV's idol merchandise. As an idol fan, buying merchandise can be considered a necessity or a hobby because there is a sense of pride when purchasing the merchandise. These enthusiasms of GMMTV fans have also shown consumer behavior and cannot be separated from the factors influencing their purchasing decisions for GMMTV merchandise.

According to Kotler and Armstrong (2012, as cited in Margaretha & Iskandar, 2018), consumer behavior is influenced by factors such as (1) Cultural factors, consisting of culture, sub-culture, and social class; (2) Social factors, consisting of reference groups, family, roles and status; (3) Personal factors, consisting of age, occupation, economic situation, lifestyle, personality and self-concept; and (4) Psychological factors, consisting of motivation, perception, learning, beliefs, and attitudes.

Considering the Thai series is at the peak of its popularity in 2020 until now, research on this matter can be said to be relatively new, or its novelty is quite high. Seeing this, the author wants to know more about the behavior of GMMTV customers, which has now begun to spread in various regions in Indonesia. Therefore, the author is interested in further researching and pouring it into a thesis titled "An Analysis of Factors that Influence Customers' Purchase Decisions of GMMTV Merchandise."

Based on the background that has been stated above, the formulation of the problem in this study is as follows: is there any influence from cultural factors, social factors, personal factors, and psychological factors partially on the purchasing decision of GMMTV merchandise?

Following the problems stated above, this study aims to determine whether there is a partial influence of cultural, social, personal, and psychological factors on the purchasing decision of GMMTV merchandise.

Literature Review

In a book entitled Marketing Management, the definition of marketing, according to Kotler and Armstrong (2003, p.7, as cited in Wibowo, 2019), is a social and managerial process or activity carried out by individuals or groups to obtain their goals as what they need and want by creating products and exchange products and value with others. Meanwhile, based on Boyd (2000, p.18, as cited in Wibowo, 2019), marketing is a process of analysis, planning,

implementation, coordination, and control of marketing programs concerning policies or product concepts, prices, promotions, and distribution of products, services, and ideas designed to create and maintain beneficial exchanges with target markets to achieve company goals.

Belch & Belch (2003, p.450, as cited in Pramoedya, 2013) defines product placement as aims to explain the product to the audience. Meanwhile, Shuterland & Sylvester (2000, p.36, as cited in Pramoedya, 2013) say that product placement is included in 'subliminal advertising,' which aims to enter the audience's mind and blend with existing media to create a natural and not forced impression, not like advertising in general.

In the journal, Sangadji & Sopiah (2014, p.8, as cited in Hanum & Hidayat, 2017) define consumer behavior as all activities and psychology that encourage these actions before buying, when buying, using, and spending on products and services after purchasing, and which is evaluating activities. Meanwhile, in a book written by Tjiptono and Diana, the processes that occur when individuals or groups choose, buy, use, or discontinue using products, services, ideas, or experiences to satisfy certain needs and desires are the definitions of consumer behavior according to Solomon (2018, as cited in Tjiptono & Diana, 2019).

Four main factors can influence consumer purchasing decisions which can be summarized in paragraphs, namely:

1. Cultural Factors, according to Mangkunegara (2002, as cited in Irwan, 2019), says that culture is the result of human work, a learning process, has rules or patterns, is part of society, and shows certain similarities but variations. Each culture consists of several sub-cultures that show a more specific identification and socialization for its members. Sub-cultures include nationalities, religions, racial groups, and geographic regions.
2. According to Lamb (2001, as cited in Irwan, 2019), social factors are people who consider equality in status or community rewards and continuously socialize among themselves formally and informally.
3. Personal factors collect and classify the consistency of an individual's reaction to the current situation (Lamb, 2001, as cited in Irwan, 2019). In addition, according to Mangkunegara (2002, as cited in Irwan, 2019), personality can be defined as a form of the traits that exist in individuals who greatly determine their behavior.
4. According to Lamb (2001, as cited in Irwan, 2019), psychological factors are the methods used to identify their feelings, collect and analyze information, formulate thoughts and opinions and take action.

Based on the quote from a journal, there are five general steps in the buying process that Sangadji and Sopiah have explained (2013, p.94, as cited in Hanum & Hidayat, 2017), which are as follows;

1. Recognition of needs is the first stage of the buying decision process in which consumers become aware of a problem or need.
2. Information search is the main thing consumers will do in deciding whether to buy or not to buy a product.
3. Evaluation of Alternatives is the stage of the buying process in which consumers use the information to evaluate alternative brands in a choice set.
4. Purchase decisions, namely where the buyer has made a choice and purchases the product and consumes it.
5. Post-purchase behavior is a buyer's decision process in which consumers take further action after purchasing based on the satisfaction or dissatisfaction consumers feel with a product.

Methodology

This research used an associative quantitative problem formulation, which is a research problem formulation that asks about the relationship between two or more variables. According to Jaya (2020), associative research explains a particular phenomenon. The author used this method to achieve the desired goal because this type of quantitative associative research

requires data to support the course of research and can answer whether there is a relationship between the variables to be studied.

Based on Roscoe's theory (2003, as cited in Irwan, 2019) which says that the sample size must be ten times larger than the variables analyzed in the study; thus, the number of variables analyzed is ten times five, so there are 50 respondents as research samples. This research used a probability sampling technique with a purposive approach and snowball sampling. The sample criteria in this research are individuals who are fans of GMMTV and have purchased GMMTV merchandise. The method of data collecting in this research used a questionnaire using Google Forms and a literature study.

Based on the understanding of Ibnu (2003, as cited in Kusumastuti et al., 2020), independent variables are variables that are suspected to be the cause of the emergence of other variables, such as the dependent variable. The independent variables in this study are as follows:

1. Cultural Factors (X_1)
2. Social Factors (X_2)
3. Personal Factor (X_3)
4. Psychological Factors (X_4)

Ibnu (2003, as cited in Kusumastuti et al., 2020) stated that the dependent variable is influenced by an independent variable or can also be called the response or output variable. In this study, the dependent variable is Purchase Decisions (Y).

To test the effect of two or more independent variables on the dependent variable, this research used the normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, multiple correlation analysis, coefficient of determination (R^2), and t-test (partial test).

Finding & Discussion

After distributing 50 questionnaires through Twitter by using Google Forms, the writer obtained data that the majority of respondents who bought GMMTV merchandise were 17-25 years old, as many as 47 respondents or 94%, and the majority of respondents were female, as many as 48 people. In addition, the average respondent has income (wages, salaries, pocket money, and others) ranging from less than Rp2,500,000, followed by receipts of Rp2,500,000 to Rp5,000,000, and there are also those whose receipts are Rp6,000,000 to Rp10,000,000.

Multiple linear regression analysis is intended to test the effect of two or more independent or independent variables on one dependent or dependent variable. The multiple linear regression equation is as follows: $Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$

Based on the results of the SPSS output, the results obtained are $Y = 9.569 + 0.227X_1 + 0.444X_2 + 0.097X_3 + 1.087X_4$

The multiple linear regression equation above can be explained as follows:

- a. The constant of 9.569 means that the independent variables (Cultural Factors, Social Factors, Personal Factors, and Psychological Factors) have a value of 0, then the level of Purchase Decisions (Y) is 9.569. A constant is a value that remains constant even if another variable changes its value.
- b. The Cultural Factors variable (X_1) regression is 0.227, which means that if the other independent variables have a fixed value and the Cultural Factors variable increases by 1%, the level of Purchase Decisions (Y) will increase by 22.7%. The positive coefficient means a unidirectional relationship between the Cultural Factors variable and the Purchase Decisions. The increase in Purchase Decisions offsets the better Cultural Factors.
- c. The Social Factors variable (X_2) regression is 0.444, which means that if the other independent variables have a fixed value and the Social Factors variable increases by 1%, the level of Purchase Decisions (Y) will increase by 44.4%. The positive coefficient means a unidirectional relationship between the variables of Social Factors and Purchase Decisions. An increase in Purchase Decisions offsets the better Social Factors.

- d. The Personal Factors variable (X_3) regression is 0.097, which means that if the other independent variables have a fixed value and the Personal Factors variable increases by 1%, the level of Purchase Decisions (Y) will increase by 9.7%. The positive coefficient means a unidirectional relationship between the Personal Factors variable and the Purchase Decisions. The better the Personal Factors are offset by the increase in the Purchase Decisions.
- e. The Psychological Factors variable (X_4) regression is 1.087, which means that if the other independent variables have a fixed value and the Psychological Factors variable increases by 1%, the level of Purchase Decisions (Y) will increase by 108.7%. The positive coefficient means a unidirectional relationship between the Psychological Factors variable and the Purchase Decision. The better the Psychological Factors are offset by an increase in Purchase Decisions.

Coefficient of determination (R^2) analysis is to see and measure how far the ability of the independent variables is in explaining the dependent variable. This test determines the strength or closeness of the relationship between two or more independent variables (X_1 , X_2 , X_3 , X_4) to the dependent variable (Y) simultaneously. The value of the coefficient of determination is between zero (0) and one (1). If the value of R is close to one, then it can be interpreted as the ability of the model to explain the variation of variables, indicating that the relationship is getting stronger; on the contrary, if the value of R is closer to 0, then the relationship is getting weaker. The guidelines for providing the interpretation of the correlation coefficient are as follows:

0.00 - 0.199 = very low

0.20 - 0.399 = low

0.40 - 0.599 = moderate

0.60 - 0.799 = strong

0.80 – 1.000 = very strong

Table 1 Coefficient of Determination (R^2) Analysis

| R | R Square | Adjusted R Square |
|-------------------|----------|-------------------|
| .640 ^a | .410 | .357 |

Source: SPSS Data Output, 2022

Based on table 1, it can be seen that the multiple correlation R is 0.640. This shows that there is a strong influential relationship which means that the four influencing factors can explain consumer purchasing decisions. Meanwhile, the adjusted R^2 value is 0.357 or 35.7%, which means that the influence of the independent variables (Cultural Factors, Social Factors, Personal Factors, and Psychological Factors) with the Y variable (Purchase Decisions) is 35.7%. The variation of the independent variables used in the variable model of Cultural Factors, Social Factors, Personal Factors, and Psychological Factors can explain 35.7% of the variation in the dependent variable (Purchase Decisions). Meanwhile, the remaining 64.3% is influenced and defined by other variables not included in this research model.

The definition of the t statistical test stated by Ghazali (2016) is that this test shows how far the influence of one independent variable or individually in explaining the dependent variable. In the t statistical test, criteria are used; namely, if the t table result is smaller than the t count result, it means that the independent variables have a partial effect on the dependent variable or vice versa.

Table 2 T-test Results

| Variable | T |
|---------------|-------|
| Cultural | .853 |
| Social | 2.137 |
| Personal | .621 |
| Psychological | 4.207 |

Source: SPSS Data Output, 2022

1. T count 0.853 < T table 2.01410, which means H_{01} is accepted, then there is no significant effect.
2. T count 2.137 > T table 2.01410, which means H_{02} is rejected, then there is a significant effect.
3. T count 0.621 < T table 2.01410, which means H_{03} is accepted, then there is no significant effect.
4. T count 4.207 > T table 2.01410, which means H_{04} is rejected, then there is a significant effect.

In the T-test, it is known that partially Social Factors (X_2) and Psychological Factors (X_4) have a significant influence on Purchase Decisions. Meanwhile, other factors such as Cultural Factors (X_1) and Personal Factors (X_3) have no significant effect on Purchase Decisions. It can be concluded that other factors have an influence but are not significant. In a sense, even though there is a habit of buying idol merchandise, supported by easy accessibility and their personality as a fan, it does not necessarily influence their buying decision. Therefore, Social Factors and Psychological Factors have a more significant influence due to the tendency of consumers to buy GMMTV merchandise based on references from fellow fans or groups and followed by their motivation as fans who already believe in the products marketed by GMMTV.

Social factors statistically affect purchasing decisions for GMMTV merchandise at a 95% confidence level; this can be proven by the statistical results of the t-test for Social Factors obtained count (2.137) > t table (2.01410), then H_{02} is rejected, which can be interpreted as a significant influence between Social Factors variables partially on Purchase Decisions.

Joining a community where people can share commonalities will certainly indirectly be involved or play a role in one's life, especially in terms of socializing. According to Lamb (2001, as cited in Irwan, 2019), social factors are a group of people who closely consider similarities in a community and constantly socialize. It is the same with fan communities who form groups such as the Shopping Order Group intending to obtain more detailed information related to GMMTV merchandise, such as product sharing, photo card hunting, et cetera. By joining the group, fans can also interact with others and make friends who share the same interests and interests. Therefore, this can influence or trigger their purchasing decisions on GMMTV merchandise.

Psychological factors statistically affect purchasing decisions for GMMTV merchandise at a 95% confidence level; this can be proven by the statistical results of the t-test for Psychological Factors obtained t count (4.207) > t table (2.01410), then H_{04} is rejected, which means that there is a significant influence between Psychological Factors partially on Purchase Decisions.

According to Suharno (2014, as cited in Hanum & Hidayat, 2017) and Lamb (2001, as cited in Irwan, 2019), in psychological factors, there are beliefs and attitudes which are knowledge held by individuals that are used to recognize feelings, formulate thoughts and opinions and take action. The trust of customers or fans of GMMTV has been formed because they have ties to the agency that houses their favorite idol. Therefore, buying GMMTV merchandise is a form of support from a fan to their idol. By buying this merchandise, fans

hope that GMMTV can pay more attention to their idols which can influence the decision to purchase GMMTV merchandise.

References

- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21*. Badan Penerbit Universitas Diponegoro.
- Hanum, Z., & Hidayat, S. (2017). Faktor–Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Keputusan Pembelian Sepatu Merek Nike Di Kota Medan. *Jurnal Bis-A: Jurnal Bisnis Administrasi*, 6(1), 37-43.
- Irwan, A. M. (2019). Pengaruh Faktor Psikologis, Pribadi, Sosial dan Budaya Terhadap Keputusan Pembelian Produk Fashion Secara Online (Studi Kasus Pada Konsumen PT. Lazada Indonesia di Kota Makassar). *Forecasting: Jurnal Ilmiah Ilmu Manajemen*, 1(2), 164-176.
- Jaya, I. M. L. M. (2020). *Metode Penelitian Kuantitatif dan Kualitatif: Teori, Penerapan, dan Riset Nyata*. Anak Hebat Indonesia.
- Jiang, Y., Thanabordeekij, P., & Chankoson, T. (2018). Factors Influencing Chinese Consumers' Purchase Intention for Thai Products and Travel in Thailand from Thai Dramas and Films. *PSAKU International Journal of Interdisciplinary Research*, 7(1), 233-243.
- Koaysomboon, T. (2020). Everything you need to know about Thailand's thriving Boys Love culture. <https://www.timeout.com/bangkok/lgbtq/thai-boys-love-culture>
- Kusumastuti, A., Khoiron, A. M., & Achmadi, T. A. (2020). *Metode Penelitian Kuantitatif*. Deepublish.
- Margaretha, M., & Iskandar, D. A. (2018). Pengaruh Faktor Sosial, Pribadi, Dan Psikologis Terhadap Keputusan Pembelian Tiket Teater Jkt48 Dengan Brand Love Sebagai Variabel Intervening. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 3(3), 413-422.
- Pramoedya, O. (2013). Pengaruh Product Placement (Penempatan Produk) Samsung Galaxy S III Pada Drama Korea Big (2012) Terhadap Minat Beli Konsumen. *Program Studi Ilmu Administrasi Niaga. Fakultas Ilmu Sosial dan Ilmu Politik*. Universitas Indonesia.
- Tjiptono, F., & Diana, A. (2019). Kepuasan pelanggan. *Konsep, Pengukuran, dan Strategi*, Yogyakarta: Andi Offset.
- Wibowo, R. A. (2019). *Manajemen Pemasaran*. Semarang University.