



“Blackpink's” Influence on Oreo Purchases in Indonesia: A Consumptive Behavior Study

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This quantitative study investigates the influence of consumptive behavior and brand ambassadorship, specifically focusing on the case of Blackpink, on purchasing decisions for Oreo products among Indonesian consumers. Utilizing a deductive research approach, data was gathered through a survey employing a questionnaire administered to 100 Oreo consumers who are Blackpink fans, selected through purposive sampling. Statistical analysis, including t-tests and F-tests, was employed to test hypotheses concerning the impact of consumptive behavior and brand ambassadorship on purchasing decisions. Results indicate that both factors significantly affect consumer purchasing decisions, both individually and collectively. The findings suggest avenues for future research to explore additional variables, such as fanatical behavior influenced by idol brand ambassadors, and to compare the effects of various brand ambassadors over time, thereby offering valuable insights for marketing strategies.

Keywords: *Brand Ambassador, Consumptive Behavior, Marketing Strategies, Purchasing Decisions, Social Media*

OPEN ACCESS

ISSN 2528-4649 (online)

ISSN 2338-4409 (print)

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Citation:

Received: November, 21, 2023

Accepted: March, 15, 2024

Published: April, 06, 2024

JBMP: Jurnal Bisnis, Manajemen dan Perbankan.

doi: 10.21070/jbmp.v10i1.1836

1. INTRODUCTION

The times and globalization have changed many aspects of life. Technology is progressing rapidly, and culture is one of the aspects that has undergone many changes. Before globalization, Indonesia was already known for its diverse culture. However, along with the sophistication of current technological developments, foreign cultures inevitably enter this country. People cannot simply accept the spread of these foreign cultures, so they must use intermediaries such as music and movies that the wider community can accept. One of the foreign cultures that is well accepted in Indonesia is the culture from South Korea, or commonly referred to as Hallyu or Korean Wave. South Korea successfully introduced its culture through drama series with various genres, interesting storylines, and upbeat and easy-listening music called Korean Pop. The times and globalization have changed many aspects of life. Not only has technology progressed rapidly, culture has also become one of the aspects that has undergone many changes. Before globalization, Indonesia was already known for its diverse culture. However, along with the sophistication of current technological developments, various foreign cultures inevitably enter this country. People cannot simply accept the spread of these foreign cultures, so they must use intermediaries such as music and movies that the wider community can accept. One of the foreign cultures that is well accepted in Indonesia is the culture from South Korea, or commonly referred to as Hallyu or Korean Wave. South Korea successfully introduced its culture through drama series with many genres, interesting storylines, and upbeat and easy-listening music called Korean Pop.

K-Pop has now conquered many famous brands in the Western world, such as Nike with G-Dragon, Maybelline with Itzy, and Asus Zenfone 4 with Gong Yoo. McDonald's collaboration with BTS also surprised K-pop fans worldwide and increased their sales in 2021. Because of this incident, more and more local brands are using K-pop idols as brand ambassadors. For example, in Indonesia, Lemonilo with NCT, WhiteLab with Sehun EXO, and Shopee has used several rising K-Pop idols, such as Stray Kids, Secret Number, Twice, Mamamoo, Enhypen, and many more as ambassadors. The enthusiasm and fanaticism of K-pop fans made this phenomenon happen. Companies increase their sales by making K-pop as one of the factors that affect purchasing decisions. Purchasing decisions are individual activities that are directly involved in making decisions to buy products offered (Maskan, 2019). Consumer purchasing decisions can occur when consumers have received services from service providers, and after that, consumers feel satisfaction and dissatisfaction. Companies must understand the factors influencing purchasing decision-making to ensure that the products offered have value that consumers can consider. Of the various purchasing decision factors, there are two that have an impact on K-Pop, namely consumptive behavior and brand ambassadors. Consumptive behavior is buying an item excessively at one time to satisfy a desire. Strengthening the existence of a brand and increasing brand awareness is also a function of the existence of brand ambassadors. According to Wang and Hariandja, brand ambassadors or celebrity endorsement will help create a stronger emotional connection between brand companies and consumers so that it will indirectly build a product image that has an impact on purchasing decisions and product use. Creating an emotional connection between brands and consumers requires an important intermediary (Maskan, 2019), so many companies are now choosing K-pop idols with stable fan communities as their brand ambassadors to guarantee an emotional connection. Therefore, at the end of 2022, Oreo engaged Blackpink, now called the most famous female idol group, as their brand ambassador to ensure their brand value and sales.

Oreo is a brand of layered biscuits filled with vanilla cream that was introduced on March 6, 1912. The popularity of this brand is unquestionable in the United States, and it has successfully penetrated the global market and has been recognized by many people over the years. Oreo has many types of biscuits with various flavors. Each country also has a different type, such as the Sakura Matcha Oreo which is only sold in East Asia, and the red, white, and blue Oreo that is typical for birthday celebrations in America. Previously, Oreo collaborated with Lady Gaga in 2021 with the 'Sing It With Oreo' campaign that took place in the United States, Canada, and Europe. The collaborative product was inspired by Lady Gaga's album 'Chromatica' for the Little Cookie Monster. After two years without an official brand ambassador, this collaboration with Blackpink caused a stir on the internet. Excessive promotion and enthusiasm from consumers is what makes this collaboration noteworthy. Further

research is needed to validate the impact of wasteful behavior and brand ambassadors on consumer purchasing decisions, especially in the context of the collaboration between Oreo and Blackpink. Although previous research by Dinny and Purwanto (2022) has proven a positive and significant influence between consumptive behavior and brand ambassadors on the purchase of Oreo products, the dynamics of the growing fan community and the unique promotional strategies applied in the Oreo x Blackpink collaboration require more in-depth research. The changing global cultural landscape, with a particular focus on the pervasive influence of K-pop, raises questions about the extent to which such cultural phenomena influence consumer choices. Moreover, exploring variations in consumer behavior and preferences in response to different brand ambassadors, as seen in the transition from Lady Gaga to Blackpink, adds depth to understanding brand ambassador dynamics. Thus, this study aims to contribute valuable insights into the complex relationship between consumptive behavior, brand ambassadors, and consumer purchase decisions in a globalized and culturally influenced market. Based on the explanation of the background above, research was conducted with the thesis the effect of consumptive behavior and brand ambassador 'Blackpink' on purchasing decisions for Oreo products in Indonesia.

2. LITERATURE REVIEW

Consumptive behavior, the tendency to buy and use goods excessively without rational considerations, is crucial in influencing purchase decisions. According to Punjungawidya & Murtiyanto (2022), it prioritizes emotional factors over rational ones, emphasizing desires over needs. The willingness to consume unnecessary and temporary goods, as explained by Amalia et al. (2023), contributes to consumptive behavior. Kurniawan (2017) further elaborates on the factors influencing consumptive behavior, including the desire to be different, pride in appearance, and the attraction of attention from others. This consumptive nature, when unchecked, affects the appropriateness of shopping activities. As revealed by Kurniawan's research (2017), these consumptive traits demonstrate how buyers seek rare or limited edition items, often at a higher price. This behavior, driven by a desire to be different, proud appearance, and attention-seeking, collectively forms the basis for the purchase decision.

Brand ambassadors serve as influential figures impacting consumer enthusiasm and, consequently, purchase decisions. Royan (in Fasha, 2022) defines the role of a brand ambassador as providing testimony, acting as an endorsement for the quality or benefits of a product or brand. As outlined by Lea-Greenwood (2013), the usefulness of brand ambassadors includes press coverage, changing perceptions about the brand, attracting new customers, and refreshing existing campaigns. Nadia (2020) emphasizes that a brand ambassador communicates the product or service through personalization and regular interaction. The indicators of a brand ambassador, as identified by Lea-Greenwood (2013), include transference, attractiveness, compatibility, and power. These indicators demonstrate the ability of a brand ambassador to influence consumer behavior and, subsequently, their purchase decisions.

According to Indrasari (2019), the purchase decision process involves individual activities directly related to deciding on product purchases. As explained by Razak (2016), the consumer decision-making model consists of three interconnected stages: input, process, and output. Various stimuli, including marketing factors and external conditions influence this process. Psychological factors such as motivation, perception, knowledge, personality, and attitudes also significantly shape consumer decisions. The output stage includes buying behavior and post-purchase evaluation, where satisfaction or dissatisfaction with a product affects subsequent behavior. Firmansyah (2019) further delineates the five stages of the purchasing decision process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

In summary, consumptive behavior and brand ambassadors both contribute significantly to shaping consumer purchase decisions. Consumptive behavior reflects the personal tendencies and traits influencing what and how individuals buy. At the same time, brand ambassadors serve as external influencers, providing testimonials and creating associations between products or brands and desirable qualities. The consumer decision-making process integrates these factors, reflecting a dynamic interplay of internal and external influences on purchasing decisions.

3. RESEARCH METHOD

The research methodology, as elucidated, derives its foundation from the etymology of "methodology," signifying the meticulous utilization of cognitive processes to attain objectives (Priyono, 2016). The chosen quantitative research approach, supported by Sugiyono (2018), aligns with positivist philosophy, involving the examination of specific populations or samples using research instruments and quantitative data analysis to scrutinize established hypotheses. This study uses two independent variables: Consumptive Behavior (X1) and Brand Ambassador (X2). As well as one dependent variable, namely the Purchase Decision (Y). research process is deductive, employing concepts and theories to formulate hypotheses that are subsequently tested through data collection (Sugiyono, 2018). The population, consisting of Twitter followers of @blinkmf, a Blackpink fanbase in Indonesia, is meticulously selected based on demographic criteria, allowing for a purposive sampling technique (Siyoto & Sodik, 2015). The sample to be taken from the population must be truly representative. In this study, the Slovin formula approach is used to determine the size of the sample studied. So, the number of research samples that were taken based on the Slovin formula is 100 respondents. The sample criteria for this study include individuals aged 18 to 44, actively following the Blackpink fanbase on social media, having purchased and consumed at least two Oreo x Blackpink products in the last six months, and being domiciled in Indonesia. Data collection encompasses primary and secondary sources, with a questionnaire distributed via Google Forms (Muhadjir, 2016) and secondary data gathered from pertinent journals and articles. To uphold questionnaire validity, the Pearson Product Moment correlation test is administered (Herison, 2020), ensuring data reliability and relevance in this research endeavor (Hikmawati, 2020).

4. RESULTS AND DISCUSSION

4.1 RESULTS

TABLE 1 / Respondent's Response

Indicator	Item	Response Frequency (X1)										Mean
		SA		A		N		D		SD		
		Jml	%	Jml	%	Jml	%	Jml	%	Jml	%	
Impulsive Buying (X1.1)	Limited edition	60	60	28	28	7	7	0	0	0	0	4.41
	Product packaging	76	76	19	19	5	5	0	0	0	0	4.32
	Emotional factors	55	55	45	45	5	5	0	0	0	0	4.71
Mean Indicator of Impulsive Buying (X1.1)												4.48
Irrational Purchase (X1.2)	Trends	66	66	21	21	9	9	1	1	3	3	4.46
	Prestige	71	71	20	20	5	5	2	2	2	2	4.56
	Advertising	67	67	22	22	9	9	2	2	0	0	4.54
Mean Indicator of Irrational Purchase (X1.2)												4.52
Money Waste (X1.3)	Product discount	14	14	18	18	38	38	9	9	21	21	2.95
	Bonus	79	79	10	10	6	6	2	2	3	3	4.60
Mean Indicator of Money Waste (X1.3)												3.78
Indicator	Item	Response Frequency (X2)										Mean
		SA		A		N		D		SD		
		Jml	%	Jml	%	Jml	%	Jml	%	Jml	%	
Transference (X2.1)	Artist support	89	89	8	8	3	3	0	0	0	0	4.86
	Promotion	69	69	20	20	9	9	2	2	0	0	4.56
Mean Indicator of Transference (X2.1)												4.71

Attractiveness (X2.2)	Appearance	66	66	21	21	9	9	1	1	3	3	4.46
	Fashion	71	71	20	20	5	5	2	2	2	2	4.56
	Personality	67	67	22	22	9	9	2	2	0	0	4.54
Mean Indicator of Attractiveness (X2.2)												4.52
Congreance (X2.3)	Compability	84	84	14	14	2	2	0	0	0	0	4.82
	Information	57	57	24	24	18	18	1	1	0	0	4.37
Mean Indicator of Congreance (X2.3)												4.60
Power (X2.4)	Fame	73	73	13	13	7	7	4	4	3	3	4.49
	Relevance	62	62	21	21	13	13	4	4	0	0	4.41
	Charisma	85	85	11	11	3	3	1	1	0	0	4.80
Mean Indicator of Power (X2.4)												4.57
Indicator	Item	Response Frequency (Y1)										Mean
		SA		A		N		D		SD		
		Jml	%	Jml	%	Jml	%	Jml	%	Jml	%	
Problem Identification (Y1.1)	Necessity	16	16	20	20	36	36	20	20	8	8	3.16
	Ourselves	76	76	19	19	5	5	0	0	0	0	4.71
Mean Indicator of Problem Identification (Y1.1)												3.94
Infomartion Search (Y1.2)	Family/friends	11	11	8	8	26	26	24	24	31	31	2.44
	Social media	82	82	14	14	2	2	2	2	0	0	4.76
Mean Indicator of Infomartion Search (Y1.2)												3.60
Evaluation Alternative (Y1.3)	Comparing	10	10	8	8	20	20	25	25	37	37	2.29
	Advantages	49	49	20	20	27	27	2	2	2	2	4.12
Mean Indicator of Evaluation Alternative (Y1.3)												3.21
Top Choice Product (Y1.4)	Brand trust	74	74	19	19	7	7	0	0	0	0	4.67
	Brand reputation	67	67	27	27	5	5	1	1	0	0	4.60
Mean Indicator of Top Choice Product (Y1.4)												4.64
Post Purchase Evaluation (Y1.5)	Satisfaction	72	72	25	25	3	3	0	0	0	0	4.69
	Recommendation	64	64	28	28	4	4	3	3	1	1	4.51
Mean Indicator of Post Purchase Evaluation (Y1.5)												4.60

Source: Data Processed (2023)

In assessing the Impulsive Buying indicator (X1.1), which comprises Limited Edition, Product Packaging, and Emotional Factors, the study indicates a very high average score of 4.48. Emotional Factor emerges as the highest mean score at 4.71, revealing that respondents' impulsive buying decisions are primarily driven by emotional attachment to Blackpink. Limited Edition products and appealing product packaging also play significant roles in sparking impulsive purchases, creating a sense of urgency and influencing consumer decisions. Moving on to the Irrational Purchase indicator (X1.2), encompassing Trends, Prestige, and Advertising, the study showcases a high average score of 4.52. Prestige stands out with the highest mean score of 4.56, indicating that respondents, as dedicated Blackpink fans, make purchases to maintain their pride and association with their idol. Respondents also exhibit a high inclination towards trends and are attracted by compelling advertisements, showcasing the influential power of these factors in driving irrational purchases. Finally, in measuring the Money Waste indicator (X1.3), incorporating Discount and Bonus items, the study reveals a high average score of 3.78. Bonuses emerge as the highest mean

score at 4.60, highlighting that respondents are willing to invest in products, such as Oreo x Blackpink, for the added value of bonuses like Blackpink merchandise (photocard). However, the Discount item scores moderately, suggesting that the product's limited discounts may influence purchase decisions, particularly among female respondents keen on discounted products. In conclusion, the study demonstrates that impulsive buying, irrational purchases, and money waste are prevalent among respondents, mainly driven by emotional attachment to Blackpink, the desire for prestige, and the allure of bonuses. These findings shed light on the intricate factors influencing consumer behavior in the context of Oreo x Blackpink product purchases.

The study investigates various indicators of consumer perception in the context of Oreo x Blackpink products. In assessing the Transference indicator (X2.1), which includes Artist Support and Promotion, respondents express a strong inclination to support their idol, resulting in a very high average score of 4.41. Artist Support stands out with the highest mean score of 4.86, indicating that consumers are eager to demonstrate their support by purchasing products endorsed by Blackpink. Moreover, the Promotion item achieves a very high average score of 4.56, emphasizing the positive reception of the company's promotional efforts in marketing their collaborative product. Moving on to the Attractiveness indicator (X2.2), encompassing Appearance, Fashion, and Personality, the study reveals a very high average score of 4.52. Fashion emerges as the highest mean score at 4.56, highlighting that respondents are attracted to Blackpink's well-dressed and aesthetically fitting promotion of Oreo products. The overall Attractiveness indicator showcases how the physical appearance, fashion sense, and personality of Blackpink members contribute significantly to the product's appeal. In the evaluation of the Congruence indicator (X1.3), where Compatibility and Information are assessed, the study uncovers a very high average score of 4.60. Compatibility stands out with the highest mean score of 4.82, affirming that Blackpink's overall performance and image align seamlessly with the product, making them a suitable brand ambassador. Additionally, the eloquence displayed in delivering information about the collaborative product through promotions or social media contributes to the high Congruence score. Finally, in measuring the Power indicator (X1.4), incorporating Fame, Relevance, and Charisma, the study demonstrates a very high average score of 4.57. Charisma stands out with the highest mean score of 4.82, indicating that Blackpink's members possess the charismatic influence to endorse and sway consumer choices. The study concludes that the power of Blackpink as a brand ambassador is fueled by its fame, relevance, and especially charismatic appeal, solidifying its position as the most sought-after female group globally.

The study delves into consumer behavior when purchasing Oreo x Blackpink products, analyzing key indicators. Respondents predominantly bought the product for personal satisfaction rather than necessity, with a notable average score of 3.94 in the Problem Identification indicator. The influence of personal wants is evident, particularly highlighted in the "Ourselves" category with a mean score of 4.82. Social media, especially platforms like Twitter and Instagram, emerged as respondents' primary source of information, showcasing a high reliance with an average score of 3.60 in the Information Search indicator. The Evaluation Alternative indicator suggests that consumers did not extensively compare Oreo to other products, with a moderate overall average score of 3.21. However, the perceived advantages of Oreo x Blackpink, with a mean score of 4.76 in the "Advantages" category, stand out. Oreo has successfully established a top-choice product status with a high brand trust and reputation among respondents, reflected in an average score of 4.64 in the Top Choice Product indicator. The Post Purchase Evaluation indicator underscores the positive consumer sentiment, with a high average score of 4.60. Consumers express notable satisfaction, particularly reflected in the "Satisfaction" category, with the highest mean score of 4.69, and a significant number recommend the product to others. In conclusion, the study highlights that consumer decisions are influenced by personal satisfaction, with social media playing a crucial role. Oreo x Blackpink products are perceived favorably, fostering high brand trust and satisfaction, ultimately leading to positive recommendations.

Hypothesis testing is essential in scientific inquiry, allowing researchers to design and assess hypothetical scenarios to conclude real-world situations. Using logical reasoning and statistical methods, they explore various possibilities and test their hypotheses, thereby generating valuable insights and discoveries in a controlled manner.

The individual parameter test (t-test) has the aim of knowing whether there is a partial influence given by the independent

variable (X) on the dependent variable (Y) with the hypothesis H1: Consumptive Behavior (X1) partially has a positive and significant effect on Oreo Purchasing Decisions (Y), H2: Brand Ambassador (X2) partially has a positive and significant effect on Oreo Purchasing Decisions (Y), H3: Consumptive Behavior (X1) and Brand Ambassador (X2) simultaneously have a positive and significant effect on Oreo Purchasing Decisions (Y). The study conducted a validity test to ensure the accuracy of the questionnaire, assessing the validity of each statement item for the variables using bivariate correlation in IBM SPSS Statistics 25. The validity test is considered valid if the calculated correlation value (r-count) is greater than the tabled correlation value (r-table) at a significance level of 0.05. With 100 respondents, the degree of freedom (df) was 98, and the obtained r-table was 0.196. The results indicated that the r-count values for the items exceeded the r-table, confirming their validity. Subsequently, a reliability test was carried out using Cronbach alpha in IBM SPSS Statistics 25 to ensure stability in respondents' answers over time. A Cronbach alpha value greater than 0.6 indicates sufficient reliability. The results demonstrated that the Cronbach alpha values for consumptive behavior (X1), brand ambassador (X2), and purchasing decision (Y) surpassed the threshold of 0.6, signifying the reliability of these variables in the research data. The results of individual parameter tests assisted by the IBM SPSS Statistics 25 application can be seen in the table below

TABLE 2 | T-Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.361	3.632		3.954	0.000
	Consumptive Behavior	0.239	0.128	0.222	1.989	0.045
	Brand Ambassador	0.378	0.112	0.403	3.380	0.001
a. Dependent Variable: Purchase Decision						

Source: Data Processed (2023)

Based on the result, it could be seen that the significance value of the consumptive behavior variable (X1) was 0.045 <0.05 or the t-count value was 1.989 > the t-table value was 1.984, which means that the consumptive behavior variable (X1) influenced the purchase decision variable (Y). Then the significance value of the brand ambassador variable (X2) is 0.001 <0.05 or a t-count value of 3.380 > a t-table value of 1.984, which means that the brand ambassador variable (X2) also influenced the purchasing decision variable (Y). The criteria for testing the hypothesis using the F statistic was if the significant value of F <0.05, then the hypothesis was accepted, which states that all independent variables simultaneously and significantly affect the dependent variable. The result of this test can be seen below.

TABLE 3 | F-Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	648.502		324.251	2 5.157	0 .000 ^b
	Residual	1250.248	7	12.889		
	Total	1898.750	9			

<p>a. Dependent Variable: Total_Y b. Predictors: (Constant), Total_X2, Total_X1</p>

Source: Data Processed (2023)

Based on the table above, the Fcount value was 25.157 where this value was greater than the Ftable value of 3.09 ($25.157 > 3.09$) and the F significance value was 0.000, where the in value is smaller than the significant value of 0.05 ($0.000 < 0.05$). This shows that together, consumptive behavior (X1) and brand ambassador (X2) had a significant effect on consumer purchasing decisions (Y). The discussion would center around the research "The Effect of Consumptive Behavior and Brand Ambassador 'Blackpink' on Purchase Decision of Oreo Products in Indonesia". It will be based on the previously conducted research. To provide a clearer understanding of the results, the discussion will include findings from empirical studies, theoretical studies, and hypothesis testing. One hundred respondents gave the information obtained in this study through questionnaires distributed on Twitter. The majority of the respondents are females aged 18-23 who were students and live in West Java, with the frequency of buying the Oreo x Blackpink product around 2-3 times. The information or data was taken to determine the effects of the variables contained in the research.

4.2 DISCUSSION

From the respondent profile, the majority of the gender is female, comprising 86% of the sample. This gender composition has relevance as it reveals a prominent correlation between female fans and their consumptive behavior, which is largely driven by emotional factors. In this case, since the respondents are fans of Blackpink, they largely have an attachment to Blackpink, which results in a correlation between consumptive behavior and purchase decisions. Respondents' age and occupation are also factors in this relationship. Respondents aged between 18 to 23 years old dominated the sample, representing 81%, with students and college students comprising 71% of occupations. This finding indicates that most respondents are relatively young and still in education, which indicates limited financial freedom. However, due to their age and limited pocket money, they tend to make impulsive purchase decisions without careful consideration. These demographic insights highlight the correlation between age, occupation, and consumer behavior, confirming the relationship between respondents' profiles and their tendency towards spontaneous spending habits.

The relationship between Consumptive Behavior and Purchase Decision is evident from the frequency distribution of respondents' responses to the indicators of Consumptive Behavior: Impulse Buying, Irrational Buying, and Wasting Money, as factors that influence their decision to purchase Oreo products. In each indicator, the highest mean value for the item is found. The emotional Factor is the highest mean of Impulse Buying, with a score of 4.71. Blackpink's captivating appeal triggers physiological arousal in the fans, sparking their admiration and then triggering a wave of emotions that drive them to make impulse purchases. It is interesting to witness how this emotional Factor, stemming from a deep admiration for Blackpink, strongly influences consumer behavior and drives impulse buying tendencies. The highest average for irrational buying was prestige, with a score of 4.56. The majority of respondents expressed the need to maintain their pride as loyal Blackpink fans. As a result, they feel compelled to purchase products endorsed by their idols as a way to show their loyalty and demonstrate their affiliation with the group. The highest average for money wasting is a bonus, with a score of 4.60. This shows how the bonuses in the product made respondents interested in buying the product, specifically including Blackpink merchandise (photocard) on the product packaging. Oreo includes a Blackpink member photocard in each package to increase their sales. Since fans tend to collect photocards for their personal collections, they will likely repurchase the product multiple times until they get the desired photocard. As a result, the presence of these bonuses in the Oreo packaging significantly increased sales and improved consumer engagement.

The results of hypothesis testing show that consumptive behavior partially affects the purchase decision of Oreo x

Blackpink products. Based on the t-test results, the t-count value of 1.989 is greater than the t-table value of 1.984 at the 5% significance level with a p-value of $0.045 < 0.05$, indicating that the consumptive behavior variable significantly influences the purchasing decision variable. The consumption behavior of the community plays a considerable role in purchasing Oreo x Blackpink products. This behavior is influenced by their urge to buy the product as a form of support for Blackpink. In addition, several benefits and limited-time offers on Oreo x Blackpink products encourage consumers to make purchases not solely based on needs but to satisfy their desires. The findings of this study are consistent with research conducted by Satryo and Megawati (2022), proving that consumptive behavior affects purchasing decisions. Based on previous research and the results of this study, it can be concluded that consumptive behavior has the potential to influence purchasing decisions for a product.

The respondents' profiles revealed that the frequency of purchasing Oreo x Blackpink is quite high, with 2-3 times leading the demographic at 42%, followed by more than 5 times at 32%. Blackpink, being a worldwide famous girl band with a large fan base, is the driving force behind this phenomenon. The relationship between brand ambassadors and purchasing decisions is evidenced through the frequency distribution of respondents' responses, with brand ambassador indicators, such as transference, attractiveness, congruence, and power, as factors that influence their decision to purchase Oreo. For each indicator, the item with the highest mean value was identified. The highest mean of Transference is Artist Support, with a score of 4.86, indicating respondents' desire to show their support by buying products endorsed by their idols. The highest mean of Attractiveness was Fashion, with a score of 4.56, indicating how the attractiveness of Blackpink members, especially in terms of their well-dressed appearance and their ability to embody the Oreo theme, caught the attention and captivated the respondents. The brand ambassador's fashion choices have a strong influence, resonating with consumers and driving their interest in the product. The highest score for congruence was compatibility, with a score of 4.82, indicating that respondents considered Blackpink to be a suitable and harmonious match for the role of brand ambassador in representing Oreo. The positive alignment between Blackpink's image, values, and respondents' perceptions strengthens the brand ambassador's persuasive effect on purchasing decisions. The highest value of Power is Charisma, with a score of 4.80, indicating that respondents are strongly influenced by the charisma of the members of Blackpink, who hold the status as one of the most sought-after girl bands in the world.

The results of hypothesis testing show that brand ambassadors partially influence the purchase decision of Oreo x Blackpink products. Based on the t-test results, the t-count value is 3.380, greater than the t-table value of 1.984, at a significance level of 5%, with a p-value of $0.001 < 0.05$, indicating that the brand ambassador variable significantly influences the purchasing decision variable. The use of Blackpink as Oreo's brand ambassador significantly influences consumer purchasing decisions for Oreo x Blackpink products. Fans prove the relevance and ability of their idols to influence consumer appeal by buying Oreo x Blackpink products. Based on the results of this study, it can be concluded that brand ambassadors can influence purchasing decisions for a product.

The simultaneous influence of consumptive behavior and Blackpink's brand ambassador on purchasing decisions for Oreo products demonstrates the complex motivations and preferences that drive consumer choices. Consumptive behavior, which includes impulse buying, irrational buying, and wasting money, plays an important role in shaping purchase decisions.

In the context of Blackpink's brand ambassadorship for Oreo, consumers who are emotionally attached to the group are more likely to engage in impulse purchases, driven by their admiration for the members and desire to support them. Blackpink's influence as brand ambassador amplifies the appeal of Oreo products. The popularity, charisma, and appeal of the Blackpink members contribute to their power as influencers. Blackpink fans, who identify themselves with the group's fashion and style, are likely to purchase Oreo products because of the brand's association with their favorite idols.

The influence of Blackpink's consumptive behavior and brand ambassadorship on the purchase decision of Oreo products is established through emotional attachment, impulsive tendencies, and the allure of associating with a beloved idol group. The combination of consumer consumptive behavior and the strong influence of Blackpink as a brand ambassador creates an interesting synergy that motivates consumers to make purchasing decisions driven by emotions, admiration, and the desire to

connect with their favorite artists.

The results of the hypothesis test state that consumptive behavior and brand ambassadors simultaneously influence purchasing decisions for Oreo x Blackpink products. Based on the results of the F test, the F-count value is 25.157 which is greater than the F-table value of 3.09, at a significance level of 5%, with a p-value of 0.000 < 0.05, indicating that the consumptive behavior variable brand ambassador has a significant influence on the purchasing decision variable. Brand ambassadors who have a large fanbase automatically bring in consumers with consumptive behavior. The findings align with research conducted by Dinny and Purwanto (2022), which also confirmed that consumptive behavior and brand ambassadors affect purchasing decisions. Based on previous research and the results of this study, it can be concluded that consumptive behavior and brand ambassadors can influence purchasing decisions for a product.

5. CONCLUSION

Consumptive behavior significantly affects purchasing decisions for Oreo x Blackpink products, supported by the results of the hypothesis testing. People's consumptive behavior proves to be quite influential in buying Oreo x Blackpink products. This behavior is influenced by their internal urges to show support for Blackpink. Additionally, several benefits and limited-time offers for the Oreo x Blackpink product encourage consumers to buy not solely based on necessity but to satisfy themselves. Consumptive behavior can also be triggered by emotional attachments to individuals like actors, singers, or even fictional characters, making someone more impulsive when purchasing something related to their attachment. Brand Ambassador also significantly affects purchasing decisions for Oreo x Blackpink products, as supported by the results of the hypothesis testing. Using Blackpink as Oreo's brand ambassador considerably influences consumer purchasing decisions. Blackpink, a leading girl group from South Korea with global fame, has become the face of elite brands. As Blackpink fans, witnessing their idols become official brand ambassadors for a well-known brand like Oreo is a matter of pride, given Oreo's long-standing reputation across various groups. Fans prove their idol's relevance and power to attract consumers by buying Oreo x Blackpink products. Consumptive behavior and Brand Ambassador simultaneously significantly affect purchasing decisions for Oreo x Blackpink products, as supported by the results of the F-test hypothesis testing. This demonstrates that brand ambassador with a large fanbase automatically attracts consumers with consumptive behavior, influencing their purchasing decisions. Although these two variables are not the sole factors influencing consumers' purchase decisions, they are crucial in elevating the product's sales.

6. LIMITATION AND IMPLICATION

In explaining the limitations of the study, keep in mind that the selection of samples and variables is critical to illustrating the relevance of the study results. Limitations in the generalizability of the results suggest that evaluation of whether the selected sample truly demonstrates the diversity of the population as a whole is critical. In addition, research methods also have limitations, such as data collection techniques. Weaknesses or time constraints may affect the research design. Equally important, acknowledging resource limitations, such as funding or time, provides an understanding of relevant aspects of the research. By honestly mentioning this, the reader better understands the difficulties the study faced and comprehends the complexity of the results.

This research adds to the existing field of knowledge, not just data. If we talk about the implications of the results, we have to pay attention to whether the findings support or even challenge existing theories in the field of research. However, this research has benefits beyond academia. Its useful findings go into everyday life and enable applications that can directly impact society or related fields. In addition, providing suggestions for additional research can be a wise way to better understand this topic, utilize what is already known, and encourage further thought and research. Therefore, this research concludes and paves

the way for more in-depth scientific studies.

ACKNOWLEDGEMENT

Praise be extended to the presence of God Almighty, who has given his mercy and grace, making it easier to complete the thesis proposal entitled "The Effect of Consumptive Behavior and Brand Ambassador Blackpink on the Purchase Decision of Oreo Products in Indonesia". This thesis proposal is one of the mandatory requirements that must be implemented in the Department of Business Administration, D4 Marketing Management Study Program, State Polytechnic of Malang. Many parties have helped prepare this thesis proposal. Therefore, the author would like to thank: Supriatna Adhisuwignjo, ST., MT., Director of Malang State Polytechnic; Drs. Zubaidi, Dipl.TESL., M.Pd., Head of the Department of Business Administration, State Polytechnic of Malang; Dr. Tri Yulistyawati Evelina, S.E.,M.M, Head of the D-IV Marketing Management Study Program, State Polytechnic of Malang and Advisor One thesis who has provided direction, input, support, and guidance to the author in preparing this thesis proposal; Titien Indrianti. S.Pd M.Pd Advisor Two thesis proposals that have provided direction, input, support, and guidance to the author in preparing this thesis proposal; Author's parents, families, and friends who have helped, supported, and prayed for the author;; All parties that cannot be mentioned one by one who has helped and provided support to the author in preparing the thesis proposal. Finally, the writer would like to thank all those who have helped and the writer hopes that this journal article can be useful.

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Conflict of Interest Statement: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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