The Effect of Financial Literacy, Brand Awareness, and Self-Control on Consumptive Behavior
(Case Study on Korean Boy Band NCT Dream Fan Consumers in Solo Raya)

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Abstract: In this rapidly developing and sophisticated era, our younger generation has low financial literacy. This is due to the consumptive behavior that occurs and the lack of knowledge in managing their finances properly. This phenomenon makes the younger generation likely to experience difficulties and failure in managing their finances. Brand Awareness is a market strategy that is used to increase the benefits conveyed by the company regarding their service or product offered to the consumers. Several companies offer their product or service by following popular trends and providing advertisements in social media that was done directly by the company or through the role of brand awareness. The consumptive behavior of younger generation that is done continuously without any control will cause a negative impact in the future. The data obtained in this research were processed and analyzed using Smart PLS (Smart Partiall Leats Square). Smart PLS is a software that is used to manage Structural Equation Modelling (SEM) data through Partiall Leats Squares (PLS) method with the aim of obtaining accurate results of research calculation. In addition, it also helps the researcher in managing the data so that it becomes more accurate, fast, and precise. This research aimed to find out whether there is an effect of financial literacy, brand awareness, and self-control on consumptive behavior of the customers. The results of this research showed that there was an effect of financial literacy, brand awareness, and self-control on consumptive behavior. Financial literacy and brand awareness have a positive and significant effect, meanwhile self-control has a negative and significant effect on the consumers' consumptive behavior.
Keywords: Brand Awareness*, Consumptive Behavior, Financial Literacy, Self-Control*

1. Introduction

The current development and changes of globalization are driving the growth of technology and economy in Indonesia, which leads to the development of cultural practice in human behavior. One of the economic developments in Indonesia can be recognized by the development of industry that is capable of providing the needs of the society.

Sumartono (2002:117) states that consumptive behavior is a behavior that is no longer based on rational consideration, but from desires that have reached irrational levels. Society starts to consume things that are not based on the actual needs of the product they are going to buy or use. They buy product or service without considering the price and function. They buy it because of other reasons such as following the trend, just wanting to try the product because of the advertisement, following their friends and so on. Therefore, well-managed and directed finances is needed. Understanding financial management is one of the things that the younger generation should pay attention to because it can prevent the emergence of consumptive behavior. This is in line with Robb's statement in Putri and Henny (2017) who explains that sufficient knowledge of financial literacy can give a positive impact on younger generation's behavior, who are known for having high consumeristic tendencies and do not have a good understanding and knowledge about it.

Because of this matter, as a student in Muhammadiyah University Surakarta, I would like to do something that can contribute to this field since the implementation of financial literacy in Indonesia is still lacking. Thus, I decided to do research entitled "The Effect of Financial Literacy, Brand Awareness, and Self-Control on Consumptive Behavior (Case Study on Korean Boy Band NCT Dream Fan Consumers in Solo Raya)."

2. Literature Review and Hypothesis

Financial Literacy

Redmund (2010) explains that those who understand and implement financial literacy and are able to manage their finances in their daily live scan change their environment regarding the understanding of financial literacy. This allows them to see its impact on finances and utilize this financial knowledge as an informed

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decision-making, both for the individual economy and for the environment. According to Imawati et. al (2013:50),financial literacy is developing rapidly invarious parts of the world, such as America, Germany, Italy, Sweden, Netherlands, Japan, and New Zealand. It can be seen that the development of financial literacy has a positive impact on macro and micro economic development. In America, there are specific organizations established for financial literacy, such as International Network Financial Education and Nation Council in Economic Education. Good financial literacy will have a lot of positive impact for the customers. It can make the customers smarter in sorting out which items are more important to buy. It can also make them capable of managing their financial and planning for the future. High levels of financial literacy in society enable people to manage their finances well, so, they do not need to spend more money than they should. Therefore, consumptive behavior in society can be reduced.

Brand Awareness
Brand awareness refers to the ability of the potential customers to recognize or recall that a certain brand is a part of a particular product category (Aaker: 1997). Brand awareness is a process where the brand is recognized in certain level, and as consumers become more familiar, it can be said that the brand becomes a "top of mind" brand (Born Mark et. al, 2005:31). If there were two products with the same quality, brand awareness can be a decisive factor for the consumers in making purchase decisions, which is through brand to consider. In relation to this, Korean group NCT Dream was used in this research. The use of this group can increase the brand awareness of the company on the marketed brand or product, so that it can attract consumers' attention to buy the product. Company can add bonus relating to brand awareness to gain interesting impression and make the brand becomes different with the others.

Self-control on Capital Structure
Self-control refers to a person's ability in controlling their thoughts, emotions, pressure and even their behavior (Galilliot, et al, 2007). Nofsinger in Dewi, Rusdarti, & Sunarto (2017:33) explains that an individual controls their expenses by resisting the urge to overspend. In other words, they spend their money according to their needs, so that the self-control on their consumptive behavior can be managed properly. Self-control in financial management is an individual activity that encourages a person to save their money by reducing impulse purchases of items without any plan because there is an internal urge to buy the item immediately. It also refers to an individual's ability to make decisions by considering various possibilities in a particular situation, so that the individual is able to consciously resist both internal and external urges to achieve good results and decision-making goals. Since self-control is an important factor in the consumptive behavior, a person's tendencies who has an emotional attitude when doing consumption activities will be reduced if the person has high self-control. The increase of an individual's self-control can suppress consumptive behavior.

Consumptive Behavior
Raymond (2001) explains that consumptive behavior can be defined as consumer's behavior in which they tend to spend their money on a product or service that is not their basic need which has a value greater than their production value. This shows that an individual buys something without thinking about the things they need and without thinking about their expenses as well. Consumptive behavior is closely related to impulsive buying. Impulsive buying refers to the tendency of a customer to buy something without any plan and occur with a strong desire without much thought beforehand, and this happens spontaneously where there are passion and excitement in buying the product because the purchase decision is made by a person's subconscious (Fattah, et. al 2018:15). Consumers' consumptive behavior is formed and becomes their lifestyle. The development of consumptive behavior in the society began with the industrialization development which has a wide network. If the product sold is popular in the community, the company will mass-produce it. In this case, social media and digital or print advertising has a strategic factor that are used by companies to offer their products so they can create consumptive behavior in the society, because this media can attract individuals to buy the product.

The Effect of Financial Literacy on Consumptive Behavior
Financial literacy is defined as a person's effort to obtain, understand, and evaluate relevant information for decision-making by understanding the financial consequences that may occur. In the previous research, Siti Nurjanah, et. al (2019) states that individuals who have low financial literacy tend to prioritize their wants over their needs. In this case, they do not think rationally. Financial literacy has an effect on individual consumptive behavior.
H1: Financial Literacy Affects Consumptive Behavior.

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The Effect of Brand Awareness on Consumptive Behavior

Brand awareness describes a person's perception and cognitive reaction on a condition or event that happens. Awareness does not need full understanding, because it is an abstract concept. Awareness can be focused on the internal condition, such as instinct. It can also be focused on the external events such as perceptions of the five senses. In the previous research, Gunawan and Diah (2014) explain that promotion media can increase brand awareness. In addition, it can also increase the relationship between brand awareness and customer purchase intention. Therefore, it can be said that brand awareness has an effect on customers' consumptive behavior.

H2: Brand Awareness Affects Consumptive Behavior.

The Effect of Self-control on Consumptive Behavior

Individual controls their expenses by resisting the urge to overspend. In other words, they spend their money according to their needs, so that the self-control on their consumptive behavior can be managed properly. In the previous research, Sharma, et. al (2013) explain that consumptive behavior has a deficit relationship to self-control. The higher the self-control of an individual, the lower their consumptive behavior will be. In contrast. If the self-control is low, then, the consumptive behavior of an individual will be high. Thus, self-control has an effect on consumptive behavior.

H3: Self-control Affects Consumptive Behavior.

The Effect of Financial Literacy, Brand Awareness, and Self-control on Consumptive Behavior

Individual who has low financial literacy tend to prioritize their wants over their needs. In this case, they do not think rationally. Through brand awareness, company is using popular artist to introduce their products along with the bonus that the consumer will get if they buy the product. This can encourage consumers to buy the products when they actually do not need them. They just want the bonus that comes with purchasing the product. Individuals with high self-control are able to control themselves not to purchase products that are only for their own satisfaction. In the previous research, Sharma, et. al (2013) explain that consumptive behavior has a deficit relationship to self-control. The higher the self-control of an individual, the lower their consumptive behavior will be. In contrast. If the self-control is low, then, the consumptive behavior of an individual will be high. Thus, self-control has an effect on consumptive behavior.

H4: Financial Literacy, Brand Awareness, and Self-control Affect Consumptive Behavior.

3. Methodology

Population and Sample

This research used quantitative research method by using survey. Thus, primary data was used. Survey method was used in order to obtain data naturally. This research utilized several treatments in collecting the data, that are; distributing questionnaire and doing test or interview structurally (Sugiyono, 2014). The subject of this research was the younger generation of NCT DREAM fans with the age range between 18 years old and 25 years old who live in Solo Raya.

The data collection method was done online through a survey filled out by NCT DREAM fans from Solo Raya. To collect the data and information, the researcher used NCT DREAM fans social media and distributed the questionnaire to the respondents.

A Questionnaire and hypothesis in research are highly dependent on the quality of the data used in the test. Data in the research will be useless if the instrument used in the research does not have high *reliability* (degree of consistency) and *validity* (state of being valid).

$$Y = \alpha\_0 + \alpha\_1\,X\_1 + \alpha\_2\,X\_2 + \alpha\_3\,X\_3 + \varepsilon$$

Description:
Y = Consumptive Behavior
X1 = Financial Literacy
X2 = Brand Awareness
X3 = Self-control

Data description provides general description regarding the results of the questionnaire distributed. The following are the details of the questionnaire distribution and return:

Questionnaire Return Rate

Questionnaire	Total
Questionnaire Distributed	120
Non-returned Questionnaire	4
Unused Questionnaire	3
Questionnaire Used	103

Based on the Respondents' Data	Criteria	Percentage
Gender	Male	11,50%
	Female	88,50%
Age	18-22 years old	76%
	23-26 years old	24%
Domicile	Wonogiri	18%
	Sukoharjo	13%
	Surakarta	38%
	Karanganyar	7%
	Sragen	9%
	Klaten	15%
Last Education	SMA/SMK/SMA	65%
	D1/D2/D3	29%
	S1	6%
Occupation	Students	69%
	Entrepreneur	8%
	Private-sector employee	14%
	Civil servant	1%
	Others	8%
Income	<Rp.500.000	29%
	Rp.500.000-Rp.1.000.000	29%
	Rp.1.000.000-Rp.3.000.000	23%
	Rp.3.000.000-Rp.6.000.000	8%
	>Rp.6.000.000	1%
How long have they been NCTzen	2 years	58%
	3 years	23%
	4 years	11%
	5 years	5%
	6 years	3%
Product Purchase	2 times	53%
	3-5 times	35%
	6-8 times	5%
	>8 times	7%

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4. Results and Discussion

Coverge Validity

Variable	Indicator	Outer Loading
Financial Literacy	X1.1	**0,435**
	X1.2	**0,444**
	X1.3	0,613
	X1.4	0,602
	X1.5	0,693
	X1.6	0,558
	X1.7	0,801
Brand Awareness	X2.1	**0,562**
	X2.2	0,698
	X2.3	0,776
	X2.4	0,683
	X2.5	0,794
Self-control	X3.1	**0,503**
	X3.2	0,784
	X3.3	0,831
	X3.4	0,822
	X3.5	0,721
	X3.6	0,839
	X3.7	**0,583**
Consumptive Behavior	Y1.1	0,704
	Y1.2	0,621
	Y1.3	0,854
	Y1.4	**0,502**
	Y1.5	0,807
	Y1.6	**0,353**
	Y1.7	0,828
	Y1.8	**0,403**

Based on the results of data processing using Smart PLS showed above, it can be seen that the majority of indicators of each variable in this research have a loading factor value greater than 0,6 and this result was said to be valid. In addition, there were 8 indicators that have a loading factor value less than 0,6.

Variable	Indicator	Outer Loading
Financial Literacy	X1.3	0,61
	X1.4	0,6
	X1.5	**0,741**
	X1.7	0,801

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Brand Awareness	X2.2	**0,702**
	X2.3	**0,779**
	X2.4	**0,684**
	X2.5	0,806
Self-control	X3.2	**0,841**
	X3.3	**0,912**
	X3.4	**0,839**
	X3.5	0,703
	X3.6	**0,857**
Consumptive Behavior	Y1.1	0,686
	Y1.2	**0,617**
	Y1.3	**0,881**
	Y1.5	**0,851**
	Y1.7	**0,858**

The table above showed that there was an increase in the loading factor value for indicators and variables were eliminated and recalculated.

Discriminant Validity

In this research, the researcher conducted an evaluation to compare the root value of *Average Variance Extracted* (AVE) with the correlation between constructs. The results recommended that the AVE root value should be higher than the correlation between constructs.

	AVE
X1	0,426
X2	0,554
X3	0,694
Y	0,617

It was known that the *Average Variance Extracted* (AVE) has a value of > 0,5. This means that there was one variable in this research that could be considered valid or passed the *Average Variance Extracted* (AVE) test standard, and there was one variable that was invalid and did not pass the *Average Variance Extracted* (AVE) test.

Composite Reliability

	Cronbach's Alpha	Composite Reliability
X1	0,659	0,706
X2	0,750	0,827
X3	0,919	0,994
Y1	0,838	0,846

It can be seen that the results of Cronbach's Alpha dan composite reliability has values greater than 0,6 for each variable, with the composite number being higher than the Cronbach's Alpha number.

Variant Analysis (R^2) or Determination Testing

	R-Square
Y	0,236

The data above showed that the R^2 has an R-Square value of the dependent variable of consumptive behavior, which was 0,236 or 23,6%. This can be interpreted that financial literacy, brand awareness, and self-

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control can explain the phenomena in the consumptive behavior. Mean while, other variables got a value of 0,764 or 76,4%.

Hypothesis Testing

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T-Statistic ($|O/STDEV|$)	P-Value
X1 -> Y	0,283	0,299	0,072	**3.942**	**0.000**
X2 -> Y	0,356	0,366	0,066	**5.432**	**0.000**
X3 -> Y	0,122	0,097	0,149	0.818	0,413

Based on the results above, it can be explained as follows:
a. The first hypothesis tests whether financial literacy positively affects consumptive behavior. The results showed that the beta coefficient value of financial literacy on consumptive behavior was 0,283 and the t-statistic was 3,942. According to this result, the t-statistic was significant, because the value was >1,658 with p-value of <0,05. Therefore, **the first hypothesis is accepted.** This means that financial literacy was proven to have a positive effect on consumptive behavior.
b. The second hypothesis tests whether brand awareness positively affects consumptive behavior. The results showed that the beta coefficient value of brand awareness on consumptive behavior was 0,356 and the t-statistic was 5,432. According to this result, the t-statistic was significant, because the value was >1,658 with p-value of <0,05. Therefore, **the second hypothesis is accepted.** This means that brand awareness was proven to have a positive effect on consumptive behavior.
c. The third hypothesis tests whether self-control positively affects consumptive behavior. The results showed that the beta coefficient value of self-control on consumptive behavior was 0,122 and the t-statistic was 0,818. According to this result, the t-statistic was not significant, because the value was<1,658 with p-value of <0,05. Therefore, **the third hypothesis is rejected.** This means that self-control was not proven to have a positive effect on consumptive behavior.
d. The fourth hypothesis tests whether Financial Literacy, Brand Awareness, and Self-control positively affect consumptive behavior. The results showed that there was no significant effect. It was said so because financial literacy and brand awareness have a significant effect on consumptive behavior while self-control did not have. According to this result, it can be said that **the fourth hypothesis is rejected**. This means that Financial Literacy, Brand Awareness, and Self-control were not proven to have a positive effect on Consumptive Behavior.

5. Conclusion
Based on the results of the test analysis that has been done, it can be concluded that:
1. Financial literacy affects the consumptive behavior of NCT Dream fans aged 18 years old to 25 years old in Solo Raya. The positive and significant effect was that if the individual's literacy increased, then the consumptive behavior will decrease. Otherwise, if the individual's financial literacy decreased, then the consumptive behavior will increase.
2. Brand Awareness affects the consumptive behavior of NCT Dream fans aged 18 years old to 25 years old in Solo Raya. The positive and significant effect was that brand awareness helped in increasing product purchases from individuals who were interested in the advertisements developed and presented by the company for the product offered.
3. Self-control affects the consumptive behavior of NCT Dream fans aged 18 years old to 25 years old in Solo Raya. The negative effect was that if the individual's self-control was high, then the consumptive behavior will decrease. In contrast, if the individual's self-control was low, then the consumptive behavior will increase.
4. There was an effect of financial literacy, brand awareness, and self-control on consumptive behavior. Financial literacy and brand awareness positively and significantly affect, while self-control negatively and significantly affect the consumptive behavior.

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