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The Implications of Market Segmentation, Positioning, and Lifestyle on KPOP Merchandise Online Marketing (Case Study on NCT Community)

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ABSTRACT

This study aims to determine the effect of Market Segmentation, Positioning, and Lifestyle Implications on Merchandise KPOP Online Marketing. This study was conducted on the NCT community. The number of samples determined was 96 respondents, with sampling techniques using Non-Probability Sampling. This study used a descriptive quantitative method, with a validity test analysis method, reliability test, normality test, multicollinearity test, heterocedasticity test, multiple linear regression test, hypothesis test, and coefficient determination test. The analysis tool in this study is SPSS version 25. The results of this study show that market segmentation, positioning, and lifestyle have a positive and significant effect on online marketing of sex-pop merchandise both in part and simultaneously. The coefficient of determination shows a figure of 0.815 which means that the online marketing variable of the sex population is influenced by market segmentation, positioning, and lifestyle variables of 81%.

INTRODUCTION

Korean pop music or commonly known as Kpop first appeared in the 1930s due to the entry of Japanese pop music which also influenced the early elements of pop music in Korea. During the Japanese occupation of Korea, the Korean music genre did not develop and only followed the development of Japanese pop music. In the 1950s and 1960s the influence of western pop music began to enter with the many musical appearances held by South American military bases in South Korea. Initially, K-pop was divided into several genres, starting with old genres that were influenced by western music and were popular in the 60's. In the 1970s rock music was introduced to its originator, Choi Yong-pil. Another genre that is quite popular is Trot music which is influenced by the ballad music style from Japan. The debut appearance of the group Seo Taiji and Boys in 1992 marked the beginning of modern K-pop music giving new colors to American rap, rock and techno music. This musical trend has also given birth to many other quality bands and musicians until now. Pop music in the 90s tended to be dance and hip hop.

The splendor of K-pop groups in Indonesia has affected business people who make K-pop an opportunity to make a profit, not least in this era there are many shops selling various types of k-pop merchandise in online stores such as Shopee, Tokopedia, Lazada, Blibli and Group Orders which can be directly order or pre-order from the Korean website so that it can be immediately listed on the album purchase chart.

When viewed from the large number of enthusiasts of K-pop music groups, it is possible that business people will get big profits and can increase the profits of the businesses they run. Fans or lovers of Kpop music groups will not see the function of the items they buy, the reason they buy and collect various merchandise, to follow trends because fans must have goods related to Kpop so they can show off to other fans. Not infrequently, K-pop fans as merchandise collectors take advantage of this trend as a profitable investment business from selling merchandise at higher prices than the original price when it was just released from the K-pop group agency itself.

This has an impact on online marketing that occurs among online stores to increase their creative ideas in promoting the goods they sell in a way that can attract the attention of Kpop lovers and ends up making decisions to buy these items from online stores which they think are more attractive in terms of marketing strategy. This sale of Kpop Merchandise should be aimed at fans who can already make their own money from the wages or salaries they get from their work. However, there are also many fans from teenagers, children who are still in education and cannot make their own money, forcing them to buy the types of Kpop merchandise they want, so they have to set aside money given by their parents to make their wishes come true. So that not a few also lie to get money to buy merchandise with reasons related to school activities. This problem often occurs in the world of fangirling so that it has an impact on the image of Kpop in the eyes of parents who think that Kpop makes their children dishonest and justifies any means to get what their children want. Therefore, actually marketing K-pop products is not recommended to address children

who can't make their own money yet, but nothing can stop them from doing what makes them feel happy, even though one of them is just by buying and owning various types of Kpop Merchandise that they want, except under certain situations and conditions that really require them not to spend money just to buy things that non-Kpoppers think are useless or have no function, or rather they don't understand the meaning or function of collect the Kpop Merchandise.

One of the most popular K-pop merchandise is a physical album which contains photobooks, photocards, postcards, posters and id cards. For album sales from the boy group NCT in 2021, it is the highest sales among several boy groups that debuted in the same year, that is due to the popularity of the NCT boy group itself. The popularity of NCT is no longer in doubt among Korean music lovers or K-poppers. Apart from the fact that there are a lot of group members coming from the biggest agencies in South Korea, this is also due to their pretty good visuals. The origin of a boy group from an agency that is relatively large or small is very influential on their promotional activities. Boygroups from large agencies can do many ways to promote all group activities that will be profitable for the agency in terms of profit or the value of their shares, such as the NCT boy group from a large agency, namely SM Entertainment. Even though NCT's popularity cannot be doubted, with that popularity the agency takes advantage of various efforts that can increase the value of their shares and make NCT's name balloon up, one of its efforts is to sell various NCT merchandise, not only those that have no benefits, but other merchandise that can useful even for ourselves. The high solidarity of NCT fans or commonly known as NCTzens in purchasing this merchandise can also affect the sales volume of products sold. Meanwhile, for groups that come from small agencies to carry out promotions other than releasing physical albums like what SM Entertainment will not be able to remember the funds spent are quite large. So constrained by costs or insufficient funds to carry out all kinds of promotion will hinder the popularity of the group.

THEORETICAL REVIEW

Market Segmentation

According to Sofjan Assauri (Sudrartono, 2019) "Market segmentation is dividing the market into several different groups of buyers who may require different products or services". According to Sofjan Assauri (Sudrartono, 2019) "Market segmentation is dividing the market into several different groups of buyers who may require different products or services". Market segmentation needs to be done because of the different wants and needs of customers. By conducting market segmentation, marketing activities can be more focused and company resources in marketing can be used more effectively and efficiently. The varied needs and wants of buyers become a reference for designing marketing strategies. Each product circulating in the market occupies a certain place in its market segment. Basically market segmentation shows the opportunities in the market segments faced by the company.

Positioning

After dividing the market into several market segments based on certain indicators and selecting one or several of these market segments to be the target market, then determine the position you want to achieve in the hearts of consumers. Positioning describes the strategy to find out how the company differentiates its products compared to competitors in the hearts of consumers. Positioning is done to create a good image that is expected by the company, or in other words a direct relationship with how consumers in the market segment perceive the company's products.

According to Kotler (Safitra, 2017), positioning is the act of designing a company's offer and image so that it occupies a distinctive position (compared to competitors) in the minds of its target customers. The end result of positioning is the creation of the right value ratio to give reasons to customers to buy the products offered.

Online Marketing

According to Kotler and Keller (Merangin, et al., 2018), lifestyle is a person's lifestyle which is expressed in activities, interests, and opinions in spending money and how to share time. This illustrates a consumptive pattern that depicts a person's choice in using his time and money. Lifestyle is considered as an acknowledgment of a person's social status which can be seen clearly from his behavior which always follows trends as a major part of the needs of everyday life, even more important than basic needs.

Promotion

One form of assistance for a company in communicating with consumers is called promotion. It can be concluded that information means knowledge about a product offered. This promotion focuses on discussing a product about its advantages so that producers can determine the target market and attract consumers' attention to buy the product. Promotion as one of the company's activities in discussing the benefits of a product and as a tool to influence consumers so that consumers make decisions to buy the product according to their needs (Andrian, 2018). Promotion is one of the determining factors for the success of a marketing program. No matter how good the quality is, if consumers do not know the existence of the product and its uses, consumers will not buy the product. The purpose of promotion is to inform and influence customers about the products being marketed. Through promotional activities the company conveys information about product quality to consumers (Ritonga, 2018).

Model and Research Hypothesis

Based on the theory above, a research model was developed as follows:

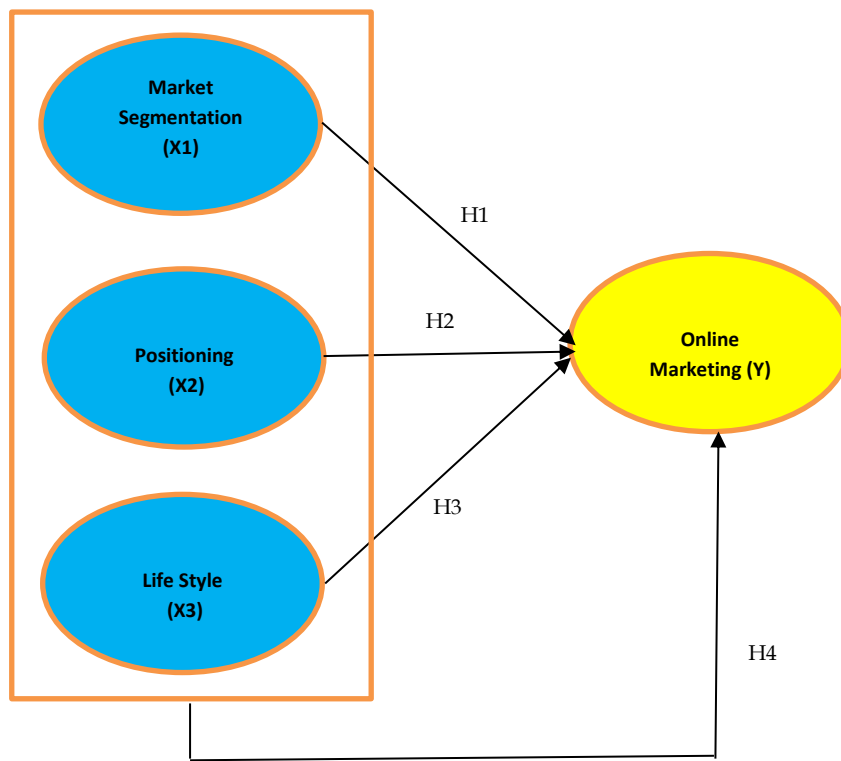


Figure 1. Conceptual Framework

Explanation of theory :

The research hypothesis formulated based on the theoretical and empirical results of the literature study described in the previous section is as follows:

1. Hypothesis 1

H0: Market Segmentation is suspected to have no effect on Online Marketing

Ha: Market Segmentation is suspected of influencing Online Marketing

2. Hypothesis 2

H0: Positioning is suspected to have no effect on Online Marketing

Ha: Positioning is thought to have an effect on Online Marketing.

3. Hypothesis 3

H0: Lifestyle is suspected to have no effect on Online Marketing

Ha: Lifestyle is suspected of influencing online marketing

4. Hypothesis 4

H0: Market Segmentation, Positioning, and Lifestyle are thought to have no effect on Online Marketing

Ha: Market Segmentation, Positioning, and Lifestyle are thought to influence Online Marketing

METHODOLOGY

The approach to this study uses a quantitative approach, the quantitative approach is research that has a structure and has numbers in presenting data that is analyzed using statistical tests (Saebani & Sutisna, 2018) Data collection in this study used a questionnaire with a Likert scale and the variables used in this study were: The variables used in this study were: Variables that were not bound, namely Market Segmentation (X1), Positioning (X2) and Lifestyle (X3), and the dependent variable, namely Online Marketing (Y1). as the dependent variable. This research was conducted on 96 NCT fans who are experienced in conducting online marketing of kpop merchandise in the Happy Village, Bekasi City. The instruments used are Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Test, Hypothesis Test, and Coefficient of Determination Test using SPSS to find direct and indirect effects.

RESULTS

In this section, there were 96 data from the results of the questionnaire distribution, which returned valid, namely 96 complete entries. So that all returned data can be processed with SPSS. The variables tested include Market Segmentation, Positioning and Lifestyle, and Online Marketing.

Validity test

The validity test is intended to measure whether or not the questionnaire data is valid. In testing the validity of each question is measured by connecting the number of each question with the total number of answers to the questions used in each variable. The validity test criterion is to compare the calculated r value (Pearson Correlation) to the r table value. The validity test criteria are as follows (Darma, 2021). To find out the value of r table using the formula $df = N - 2$, namely $df = 96 - 2 = 94$, so the value of r table is 0.168. The questionnaire can be said to be valid if the results of the validity test have a value of r count $>$ r table. If the significance value is $<$ 0.05 then it is declared valid, and if the significance value is $>$ 0.05 then it is declared invalid. The results of the validity test can be seen in the table:

Table 1. Validity Test

No.	Variables	R-count	R-table	Information
1	Market Segmentation (X1)	0.658	0.168	Valid
2	Positioning (X2)	0.597	0.168	Valid
3	Life Style (X3)	0.491	0.168	Valid

Source : Data processed by author (2023)

From the data table 1 above, it can be seen that the calculated r value of the 3 independent variables tested is greater than the r table (0.1689), and the significance is not more than 0.05. With these results it can be concluded that the 3 independent variables in this study were declared valid.

Reliability Test

Reliability test is a test used to find out whether the data generated is reliable or robust. The reliability test is carried out by comparing the value of Cronbach's Alpha with the significant level used, usually a value of 0.5, 0.6 to 0.7 depending on the needs in the research (Darma, 2021). The criteria for the reliability test are as follows:

- 1) If the value of Cronbach's Alpha > significant level, then the instrument is said to be reliable.
- 2) If the Cronbach's Alpha value is < significant level, then the instrument is said to be unreliable.

Table 2. Reliability Test

Reliability Statistic		
Cronbach's Alpha	N of Items	Information
0.815	4	Reliable

Source : Data processed by author (2023)

In table 2 above, from the results of the reliability test it can be seen that the value of Cronbach's Alpha on the market segmentation independent variable (X1), positioning independent variable, lifestyle independent variable, and online marketing dependent variable is 0.815. Based on the criteria, the values of the four variables namely three independent variables and one dependent variable are greater than 0.70, it can be concluded that the results of the questionnaires distributed have a good level of reliability or the data from the results of the questionnaires distributed can be trusted.

Normality test

The normality test is a test carried out with the aim of assessing whether or not a questionnaire data is normal on a variable. The test is used to compare the data to be tested with the standard normal distribution. Normal test criteria are said to be normal if they have a significant value > 0.5 and data with a significant value < 0.5 are said to be abnormal (Yap, et al., 2021).

Table 3. Normality Test

One Sample Kolmogorov-Smirnov Test					
		Market Segmentation	Positioning	Life Style	Online Marketing
N		96	96	96	96
Normal Parameters ^{a,b}	Mean	23.90	12.26	12.76	16.23
	Std. Deviation	3.505	1.964	1.828	2.993
Most Extreme	Absolute	0.147	0.126	0.157	0.181
	Positive	0.094	0.083	0.110	0.104

Differences	Negative	-0.147	-0.126	-0.157	-0.181
Test Statistic		0.147	0.126	0.157	0.181
Asymp. Sig. (2 tailed)		0.000 ^c	0.001 ^c	0.000 ^c	0.000 ^c

Source : Data processed by author (2023)

From table 3 above, the results of the normality test with the Kolmogorov-Smirnov obtained the Asymp value. Sig. (2-tailed) the market segmentation independent variable (X1) is 0.000, the positioning independent variable (X2) is 0.001, the lifestyle independent variable (X3) is 0.000, and the dependent variable is 0.000. So with this it can be said that the questionnaire data is not normally distributed, because the Asymp. Sig. (2-tailed) is smaller than 0.05.

Multicollinearity Test

This multicollinearity test aims to determine whether the regression model has a correlation between the dependent variable or the independent variable. The results of this multicollinearity lead to high variable values in the sample. To find out the results of the multicollinearity test in this regression model, it can be seen from the tolerance value and the Variance Inflation Factor (VIF) value. Low tolerance values are the same as high VIF values because $VIF = 1/\text{tolerance}$, indicating high collinearity. The cut off value used is for a tolerance > 0.1 or a VIF value < 10 (Yap, et al., 2021).

Table 4. Multicollinearity Test

Variables	Tolerance	VIF
Market Segmentation (X1)	0.736	1.358
Positioning (X2)	0.703	1.422
Life Style (X3)	0.763	1.311

Source : Data processed by author (2023)

From table 4 above, it is known that the VIF (Variance Inflation Factor) value from market segmentation, positioning, and lifestyle has a VIF value < 10 and a tolerance value > 0.1. So it can be stated that the questionnaire data does not occur multicollinearity.

Multiple Linear Regression Test

This multiple linear regression regression test is the largest contribution model of the independent variables to the dependent variable. This test is used to determine the magnitude of the influence of the dependent variable. The two independent variables have an influence on the dependent variable, so that the two independent variables can be said to be predictor variables (Yap, et al., 2021).

Multiple Linear Regression Test Formula, as follows:

$$Y = 6.078 + 0.261X_1 + 0.128X_2 + 0.236X_3 + e$$

- a = constant value is 6.078, meaning that if the independent variables are zero then market segmentation is worth 6.078.
- b1 = the value of the regression coefficient of the market segmentation variable is positive, namely 0.261. This shows that every 1% increase in the market segmentation variable will increase online marketing by 26.1% assuming other variables have a fixed value.
- b2 = the value of the linear positioning regression coefficient is positive, namely 0.128. This shows that every 1% increase in the positioning variable will increase online marketing by 12.8% assuming other variables have a fixed value.
- b3 = the value of the linear regression coefficient of lifestyle is positive, namely 0.236. This shows that every 1% increase in lifestyle variables will increase online marketing by 23.6% assuming other variables have a fixed value.

Hypothesis Test

Simultaneous F Test

The F test is used to determine whether data is appropriate or not overall. With the criteria, if F count > F table or significant < 0.05, it can be stated that the data is feasible. Meanwhile, if F count < F table or is significant > 0.05 then the data is declared infeasible (Yap, et al., 2021).

Table 5. Simultaneous F Test

Model	Anova ^a				
	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	28.605	3	9.535	11.474	0.000 ^b
Residual	88.086	106	0.831		
Total	116.691	109			

Source : Data processed by author (2023)

Based on the statistical test results in table 5 shows F count of 11.474 is greater than the F table which is 2.69. Meanwhile value significance is 0.000 which means it is smaller than 0.05. So it can be concluded that market segmentation, positioning, and lifestyle together have a significant influence on online marketing, so H4 is accepted.

Partial t Test

The t test is used to test whether one independent variable has significant influence on the dependent variable or not. With the criteria, if t count > t table or significant < 0.05 then it is declared to have a significant effect. Meanwhile, if t < t table or significant > 0.05 then it is declared not significant (Yap, et al., 2021).

Table 6. Partial t Test

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	6.078	2.064		2.945	0.004
Market_Segmentation	0.261	0.083	0.311	3.161	0.002
Positioning	0.128	0.118	0.109	1.079	0.283
Life_Style	0.236	0.116	0.196	2.029	0.045

Source : Data processed by author (2023)

1) First Hypothesis Test

H1: Market Segmentation is proven to have implications for Online Marketing.

Based on table 6, it shows that the t-count value of market segmentation for online marketing is $3.161 > 1,982$ with a significance value of $0.000 < 0.05$. So it can be stated that this study proves that market segmentation has a positive and significant effect on online marketing for K-pop merchandise, especially NCT.

2) Test the Second Hypothesis

H2 = Positioning is proven to have implications for Online Marketing.

Based on table 6, it shows that the t-calculated value of positioning for online marketing is $1.079 > 1.982$ with a significance value of $0.003 < 0.05$. So it can be stated that the results of this study prove that positioning has a positive and significant effect on online marketing for K-pop merchandise, especially NCT.

3) Test the Third Hypothesis

H3 = Lifestyle is not proven to have implications for Online Marketing.

Based on table 6, it shows that the t-count value of lifestyle on online marketing is $2.029 > 1.982$ and a significance value of $0.004 < 0.05$. So it can be stated that this research proves that lifestyle has a positive and significant influence on online marketing of Kpop merchandise, especially NCT.

Determination Coefficient Test (R^2)

The coefficient of determination test aims to measure the model's ability to explain variations in the dependent variable (Syamsuri, et al., 2021). The R^2 value lies between 0 and 1. The criteria are as follows:

1. If $R^2 = 1$, it means that 100% of the total variation in the dependent variable is explained by the independent variables by showing the best accuracy.
2. If $R^2 = 0$, it means that there is no total variation in the dependent variable explained by the independent variable (Tjiabrata, et al., 2021).

Table 7. Determination Coefficient Test (R²)

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Error of the Estimate
1	0.495 ^a	0.245	0.224	0.912

Source : Data processed by author (2023)

Based on table 7 above, the Adjust R Square value for the implications of market segmentation, positioning, and lifestyle is 0.224. This shows that the percentage influence of the independent variables (market segmentation, positioning, and lifestyle) on the dependent variable (online marketing) is 22.4%, then the remaining 77.6% is influenced by other factors not included in this regression model .

DISCUSSION

In this study, knowing the involvement of market segmentation, positioning, and lifestyle towards online marketing as independent variables and dependent variables on Kpop merchandise (case study of the kpopers group in the NCT community).

1) Market Segmentation of Online Marketing (H1)

Based on the results of the hypothesis test, it can be concluded that the hypothesis (H1) is accepted where market segmentation is proven to have implications for online marketing. This research is in line with the theory from (Yap, et al., 2021). This research states that there is a positive and significant influence between market segmentation and online marketing, in other words, if the market segmentation variable increases, the online marketing variable will also increase. Kpopers, especially NCT fans, choose online marketing as an opportunity to get an advantage from collecting.

There is a lot of NCT merchandise because these products have a fairly high selling value and use online stores as a sales medium so that they can be reached by consumers from all over Indonesia. This is in accordance with research (Rohimah, 2019) that online marketing is a fast and efficient step in developing a business.

2) Positioning towards Online Marketing (H2)

Based on the results of the hypothesis test, it can be concluded that the hypothesis (H2) is accepted where positioning is proven to have implications for online marketing. This research is in accordance with theory (Safitra, 2017) which was carried out to create a good image that the company hopes for. Kpopers especially NCT fans. The packaging used by NCT's agency, SM Entertainment, in making merchandise has a different concept each season. This can certainly influence fans' interest in NCT merchandise, because according to them the concept given by SM Entertainment in publishing various types of merchandise can always be

remembered and give an impression of the product. Fans prefer to use Group Orders to buy various types of NCT merchandise, especially albums, because they place orders directly from the Korean website which usually has a warehouse to make sales to various countries that have an interest in K-pop merchandise, and usually the system used is Pre-Order, namely making order first and then sent to consumers who pre-order. Online marketing carried out by SM Entertainment through Korean websites can affect the value of the company's shares, because if the number of requests is high, the opportunity for the company to increase the value of its shares is also high. This is because every sale recorded on the Gaon Chart will be included in the calculation data for the Album of the Year category which influences the boy group's popularity.

3) Lifestyle on Online Marketing (H3)

Based on the results of hypothesis testing, it can be concluded that hypothesis (H3) is accepted where lifestyle is proven to have implications for online marketing. This research is in accordance with the theory of (Merangin, et al., 2018) that a person's lifestyle is expressed in their activities, interests and opinions on how they spend their money and how they divide their time. Kpopers, especially NCT fans who buy and collect Kpop merchandise, often only think about their own ego and pleasure. Have a sense of pride because you can follow the trend where in the current era, K-pop merchandise dominates the Asian market share.

Kpopers think more about lifestyle without thinking about functionality in a product. By shopping for K-pop merchandise, there are also fans who tend to get rid of boredom and anxiety about something through these Korean products. For them, buying and collecting these products is part of their way of refreshing their minds with something that makes them feel much better than before. Kpop merchandise itself is also widely used as a business opportunity for some Kpop fans, especially NCTzen.

4) Market Segmentation, Positioning, and Lifestyle for Online Marketers (H4)

The use of the internet has a big influence on online marketing. Because with online marketing, consumer behavior makes people choose to change their lifestyle. Through online marketing, all people's needs can be met and even build new spaces to capture market share. Online marketing can facilitate market segmentation because it is easy to see and catch, so that the trading process becomes easier, more efficient and effective. Because there has been a grouping of consumer needs with different characteristics and needs. Consumers evaluate a product on an online service based on the type of positioning given. The first is price, because a realistic selling price in line with quality will lead to satisfaction. The second is customer service, this is very important because consumers will see how businesses create interactions with consumers so that they can easily get their products.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on hypothesis, results of data processing and discussion, conclusions research are, as follows:

- 1) Market Segmentation of Online Marketing, it is stated that Market Segmentation is proven to have implications for Online Marketing. From the results of testing the hypothesis partially test t variable Market Segmentation (X1) has a positive and significant effect on Online Marketing.
- 2) Positioning towards Online Marketing, it is stated that Positioning is proven to have implications for Online Marketing. From the results of partial hypothesis testing, the Positioning variable (X2) has a positive and significant effect on Online Marketing
- 3) Lifestyle on Online Marketing, it is stated that Lifestyle is proven to have implications for Online Marketing. From the results of testing the hypothesis partially t test Lifestyle variable (X3) has a positive and significant effect on Online Marketing.
- 4) Market Segmentation, Positioning and Lifestyle on Online Marketing, it is stated that Market Segmentation, Positioning and Lifestyle are proven to together have implications for Online Marketing/ From the results of simultaneous hypothesis testing it can be concluded that the variables Market Segmentation (X1), Positioning (X2), and Lifestyle (X3) together have a positive and significant effect on the Online Market.

Recommendations

Based on the results of the analysis and discussion of the Implications of Market Segmentation, Positioning, and Lifestyle for Online Marketing in Kpop Merchandise (Case Study in the NCT Community), the researchers make the following suggestions:

- 1) For Generation Z
Generation Z can control their consumption behavior in a way read books, journals or other references so you can choose wisely and differentiate between what is needed and what is not. Because nowadays, the z generation still prioritizes lifestyle rather than the functionality of an item.
- 2) For Academics
 - a. For Readers, the results of this research can be expected as an additional insight into knowledge related to the Implications of Market Segmentation, Positioning, and Lifestyle for Online Marketing of Kpop Merchandise (Case Study in the NCT Community).
 - b. There are other factors that can be tested from the marketing mix theory. For example, targeting can be discussed and tested in order to find out the influence or comparisons and differences in this research.

FURTHER STUDY

Every research has several limitations; thus :

- a) Future researchers can expand the number of samples studied and the research population is not only focused on NCT fans.
- b) Future researchers can expand the object under study not only specifically for NCT fans.

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