

INTERACTIVE SOCIAL MEDIA AND PURCHASE DECISION MAKING AMONG K-POP COMMUNITY MEMBERS ON PLATFORM X

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ABSTRACT

This study investigates the influence of interactive social media on purchase decision making among members of the Sell Buy Trade (SBT) K-Pop community on Platform X (formerly Twitter). In the digital era, purchasing decisions are increasingly shaped by online engagement, trust, and community participation rather than traditional advertising. Using a quantitative causal research design, data were collected from 123 active SBT members selected through purposive sampling. The variables measured include engagement, trust, and community participation for interactive social media, and product, brand, time, and place choice for purchase decision making. Data were analyzed using simple linear regression with SPSS 26.0. The results show a strong positive correlation between interactive social media and purchase decision making ($R = 0.772$) and a coefficient of determination (R^2) of 0.596, indicating that 59.6% of purchase decision variance is explained by interactivity. The regression coefficient ($B = 0.631$, $p < 0.05$) confirms a significant positive influence of interactive social media on purchasing behavior. These findings highlight that community-based interaction, peer recommendations, and emotional engagement play essential roles in shaping purchasing intentions among K-Pop fans. The study extends the Theory of Planned Behavior by integrating interactivity and social identity dimensions, providing both theoretical and practical insights for digital marketers and community managers in enhancing engagement and purchase conversion within fandom-based social environments.

Key words: Interactive social media; Purchase decision making; K-Pop community; Platform X

INTRODUCTION

Purchase decision making in the digital era has evolved from an individual cognitive process into a socially embedded activity influenced by online interactions and community participation. The expansion of digital connectivity has significantly changed how consumers search, evaluate, and decide on products. According to DataReportal (2024), global social media users reached 5.04 billion equivalent to 62% of the world's population with an average usage time of more than 2.5 hours per day. This massive engagement transforms social platforms into primary spaces for information seeking and product evaluation, replacing traditional advertising as a key determinant of purchase decisions. In Indonesia, similar trends are visible: 89% of internet users actively rely on social media for product discovery and peer reviews (We Are Social., 2024). Such patterns illustrate how purchasing behavior increasingly relies on social validation and peer influence rather than personal preference alone, reshaping decision-making mechanisms in digital marketplaces.

The theoretical grounding for explaining these changes lies in the Theory of Planned Behavior (TPB), which asserts that behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control. However, the digital environment adds new social dimensions where collective interaction, trust, and emotional identification mediate purchasing intentions (Yadi Heryadi et al., 2023). This extension of TPB aligns with Social Influence Theory, emphasizing that individual behavior is guided by conformity and identification within communities. As a result, purchasing in online contexts can no longer be explained purely by utilitarian motives but must consider the relational and interactive aspects embedded in social media use. Recent research has documented how these interactions reshape consumer confidence and loyalty, confirming that communication interactivity increases trust and perceived value in the purchase process (Erlangga et al., 2021).

Empirical data across various studies further highlight the central role of interactivity in digital purchase decisions. Heryadi et al. (2023) examined 100 online consumers using the SmartPLS approach and revealed that product trust and service quality significantly affect purchase decisions via messaging applications such as WhatsApp. Their findings suggest that responsiveness, message clarity, and perceived reliability build consumer confidence even when direct product inspection is impossible. Similarly, 30 users of TikTok Live Shopping and found that real-time interaction between sellers and consumers enhances satisfaction and accelerates decision making (Nugraheni Fitria et al., 2022). On the other hand, Erlangga et al. (2021) demonstrated that social media-based marketing contributes 58.4% to purchasing decisions among SME consumers in Indonesia. While these results consistently emphasize the role of digital engagement, methodological diversity creates interpretive differences: some highlight trust as the mediating factor, while others prioritize satisfaction or content interactivity. These variations mark an ongoing scholarly debate about whether purchase decisions in digital platforms are primarily rational (trust-based) or emotional (experience-based).

Despite these findings, empirical problems remain visible in practice. Although social media interactivity continues to rise, conversion rates among highly interactive communities are not always proportional. For instance, industry data show that average engagement rates on X (formerly Twitter) increased by 14% from 2022 to 2024, yet only 3–5% of those engagements led to actual purchases (Statista, 2024). This gap indicates that social interaction alone may not guarantee behavioral conversion. Among K-Pop fans, one of the most digitally active consumer groups the disparity is more pronounced. According to the Korean Foundation (2023), global K-Pop fandom participation exceeded 178 million members, generating an estimated USD 5 billion in merchandise transactions annually. However, only 27% of fans reported purchasing official merchandise directly through verified channels, with the rest engaging in peer-to-peer community trading, often relying on trust-based interactions. These figures reflect the empirical tension between high interactivity and inconsistent purchase outcomes, emphasizing the need to understand how interactive social behavior translates (or fails to translate) into purchase decisions.

The problem becomes particularly salient within K-Pop trading communities such as Sell Buy Trade groups on Platform X. These communities operate as micro social economies where members exchange albums, photocards, and limited-edition merchandise through peer trust and online negotiation. Yet, issues frequently arise, including misinformation, counterfeit goods, and transaction failures due to insufficient verification mechanisms. Such phenomena underline a critical empirical problem: although interactivity fosters community closeness, it may simultaneously blur transactional accountability and decision rationality. This dynamic has not been sufficiently examined in existing research, which mainly focuses on SMEs or general consumers rather than fandom-based social ecosystems. The research gap lies in understanding how interactivity within identity-driven communities (like K-Pop fandoms) shapes consumer trust, emotional attachment, and purchasing outcomes in highly participatory platforms.

The urgency of this research emerges from the escalating economic and social influence of fandom commerce. The K-Pop merchandise market in Indonesia alone was valued at over IDR 1.2 trillion in 2023 (KOTRA, 2024), indicating that fandom-led consumption represents a strategic segment in digital economies. Yet, despite the economic magnitude, scholarly attention to purchase decision mechanisms within these fandom networks remains minimal. This study therefore seeks to investigate the influence of interactive social media on purchase decision making among K-Pop community members on Platform X. By analyzing engagement, trust, and perceived authenticity as core dimensions of interactivity, this research provides new insights into how digital social behavior shapes consumption in identity-based online groups.

Theoretically, this study extends the Theory of Planned Behavior by integrating interactivity and social identity constructs to explain consumer decision making within fandom-based communities. Empirically, it addresses the methodological gap by combining quantitative modeling with contextual interpretation of community interaction patterns, providing a holistic view of digital purchase behavior. Practically, the findings are expected to help digital marketers, fan community moderators, and cultural industries optimize interactive features to enhance trust, authenticity, and conversion among digital consumers. The novelty of this study lies in its focus on a highly specific, emotionally driven online environment K-Pop fandom on Platform X thus contributing to the broader discourse on how interactive social media redefines purchase decision making in the era of participatory culture.

METHOD

This study employs a quantitative research approach with a causal design aimed at examining the cause-and-effect relationship between interactive social media and purchase decision making among K-Pop community members. Quantitative research enables hypothesis testing through statistical analysis of numerical data (Hair et al., 2019). The causal approach is considered appropriate because the research seeks to determine the direct influence of one variable (independent) on another (dependent) (Sugiyono, 2019).

The independent variable (X) in this study is Interactive Social Media, measured through three dimensions: engagement, trust, and community participation. The dependent variable (Y) is Purchase Decision Making, measured by four dimensions: product choice, brand choice, purchase timing, and place choice.

Data were collected using primary data through a structured online questionnaire distributed to members of the Sell Buy Trade (SBT) K-Pop community on Platform X (formerly Twitter). The questionnaire employed a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Each item was adapted and modified from prior validated instruments used in studies of social media interactivity and purchasing behavior. Instrument reliability was tested using Cronbach's Alpha, with all constructs achieving $\alpha > 0.70$, indicating acceptable internal consistency (Hair et al., 2019).

The population of this study consisted of 1,100 active members of the Sell Buy Trade (SBT) K-Pop community on Platform X, who regularly engage in buying, selling, or trading K-Pop merchandise. The sample size was determined using the Isaac and Michael sampling table at a 10% significance level, which recommends a minimum of 123 respondents for a population of 1,100. The sampling technique used was purposive sampling, with inclusion criteria: (1) active SBT community members, (2) users who have made at least one transaction through the community, and (3) individuals who have interacted socially (commented, liked, or messaged) with others regarding K-Pop merchandise.

The collected data were analyzed using Simple Linear Regression Analysis to test the effect of Interactive Social Media (X) on Purchase Decision Making (Y). The analysis was conducted using SPSS with a significance level (α) = 0.05. The regression equation model is expressed as:

$$Y = a + bX + e$$

where:

Y = Purchase Decision Making

a = Constant

b = Regression Coefficient of Interactive Social Media

X = Interactive Social Media

e = Standard Error

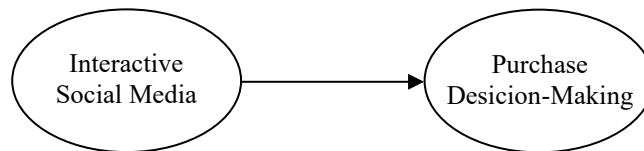


Figure 1. Research Model

This analytical model was selected to determine whether higher levels of interactivity within the community positively influence the purchasing decisions of K-Pop fans on Platform X.

H1: $\beta_1 \neq 0 \rightarrow$ Interactive social media has a significant effect on purchase decision-making among members of the SBT K-Pop merchandise community on Platform X.

RESULTS AND DISCUSSION

This study found that the regression model between *purchase decision making* and *interactive social media* among members of the SBT K-Pop community on Platform X was statistically significant. Based on the results of the ANOVA test ($F = 178.702$; $\text{Sig.} = 0.000 < 0.05$), the model is declared fit, indicating that *purchase decision making* has a significant effect on the level of *interactive social media*. This finding supports the hypothesis that purchasing decisions among K-Pop community members are closely related to the intensity of their social interaction within digital environments. The higher the frequency and confidence in purchasing K-Pop merchandise, the greater the engagement shown through likes, comments, and participation in online discussions. These results align with Social Influence Theory and the Theory of Planned Behavior (TPB), which explain that individual actions in digital contexts are shaped by collective norms, perceived trust, and identification with community values. This study confirms that interactive communication and two-way engagement enhance trust, strengthen loyalty, and accelerate purchase decision processes (Erlangga et al., 2021). Therefore, interactive social media serves not merely as a communication medium but as a behavioral mechanism that transforms social interaction into active consumer decision-making within fandom-based digital communities.

Table 1. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1754.300	1	1754.300	178.702	.000
Residual	1187.847	121	9.817		
Total	2942.146	122			

(Source: SPSS 27)

The results of the coefficient of determination test indicate that *purchase decision making* explains 59.6% of the variation in *interactive social media* among members of the SBT K-Pop community on Platform X, suggesting a strong and positive relationship between both variables. This finding demonstrates that decision-making activities such as product choice, timing, and brand evaluation are closely linked to members' engagement and participation in social media interactions. In other words, members who actively decide to purchase merchandise tend to engage more frequently in discussions, reviews, and online sharing activities that strengthen their sense of belonging within the community. Consumer decision strength correlates positively with digital trust and interactivity in online transactions (Yulianto et al., 2022). Real-time communication and consumer satisfaction through interactive platforms such as TikTok Live significantly enhance decision confidence (Bozkurt et al., 2021). Social engagement behavior on digital media fosters a feedback loop that simultaneously drives participation and reinforces purchasing behavior (Cheung et al., 2020). The combination of these findings underscores that interactive social media functions as a behavioral amplifier, where social communication and emotional identification co-create value and influence purchasing outcomes within fandom-based digital ecosystems.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.596	.593	3.133

a. Predictors: (Constant), purchase decision making
(Source: SPSS 27)

Based on the results of the analysis in Table 2, the R value of 0.772 indicates a strong and positive relationship between *purchase decision making* and *interactive social media* among members of the SBT K-Pop community on Platform X. The R Square value of 0.596 implies that 59.6% of the variance in social-media interactivity can be explained by variations in purchasing decisions, while the remaining 40.4% is influenced by other factors such as brand loyalty, fan identity, or social motivation. The Adjusted R Square value of 0.593, which is almost equal to R Square, shows that the regression model is stable and free from overfitting, confirming its reliability for prediction. The relatively small Standard Error of the Estimate (3.133) demonstrates that the gap between observed and predicted values is minimal, indicating high model accuracy. These statistical results reinforce the ANOVA findings that *purchase decision making* significantly affects *interactive social media* engagement, suggesting that consumption behavior within K-Pop fandoms is not only transactional but also social and emotional. The finding supports, who found that purchase decisions intensify online engagement among young consumers, who explained that fandom-driven consumption behavior strengthens digital participation and identity expression. (Wang et al., 2025).

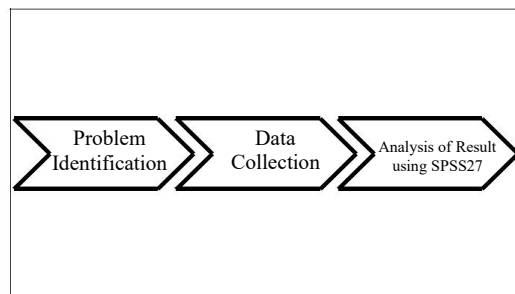


Figure 2. Research Procedure

The research procedure consists of three main stages: problem identification, data collection, and data analysis. The study began by identifying the research problem related to the influence of *purchase decision making* on *interactive social media* among members of the SBT K-Pop community on Platform X. Data were then collected from 123 respondents using a Likert-scale questionnaire distributed online. The final stage involved analyzing the collected data through simple linear regression using SPSS version 26 to test the research hypothesis.

CONCLUSION

This study concludes that interactive social media has a significant and positive influence on purchase decision making among members of the Sell Buy Trade (SBT) K-Pop community on Platform X, as evidenced by the strong regression relationship ($R = 0.772$, $R^2 = 0.596$; $p < 0.05$), indicating that 59.6% of purchase decisions are determined by interactivity factors. The findings confirm that engagement, trust, and community participation on digital platforms play a crucial role in strengthening consumer confidence and accelerating decision processes (Gonçalves et al., 2024). This supports the integration of the Theory of Planned Behavior and Social Influence Theory, showing that purchasing behavior in fandom-based communities is not only rational but also emotionally and socially driven (Riaz et al., 2021). Therefore, interactive communication on social media serves as a behavioral mechanism that transforms social engagement into purchasing action, emphasizing that fostering authenticity and transparency can enhance trust and conversion in online communities (Wang et al., 2025). Future research is recommended to examine additional factors such as fan identity, perceived authenticity, or digital word-of-mouth that may explain the remaining variance in purchase decisions beyond interactivity (Ramadhani & Abdillah, 2024).

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