

## **FACEBOOK GROUP ‘ABEKANI(AN) LOVERS’ : FIXATED CONSUMPTION BEHAVIOR AND THE TENDENCY TO SOCIAL MEDIA ADDICTED**

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### **ABSTRACT**

Abekani is a brand of leather handicraft product especially bag product. Abekani have used the new media to market their product, this brand just only market their product by online and produced by handycraft, so they can't produce it in massal and in large numbers. This situation has makes Abekani must to set some procedure so that all of the cunsumer not dissapointed. The unbalance between supply and demand of this product make this product very difficult to get and also make the customer being more curious. So they made the secret group on facebook named Abekani(an)Lover. The member or this group willing to spend a lot of time to accesed this page to make a wishlist of this bag. The aimed of this study was to know the impact of Social Media Facebook Group ‘Abekani(an) Lovers’ to Fixated Consumption Behavior of its Member. This study used the interpretative qualitative content Analysis Methode, which was collecting data by some of observing of the media content of Abekani(an) Lover facebook group and respondent interview. The result shows that the picture and text that posted in Abekani (an) Lover Facebook Goup Account showed all of tree characteristic of fixated consumption behavior : (1) A deep interest in a particular objector product category, (2) A willingness to go to considerable lengths to secureadditional examples of the object or product category of interest, and (3) The dedication of a considerable amount of discretionary time and money to searching out theobject or product. The member also tend to not hide their collection of abekani. Based on interview, respondent not defined as high sosial media addicted.

### **INTRODUCTION**

Social media have the significant role for the marketing especially on online shopping activity. The online shopping activity could be done trough new media such as internet and social media. Facebook is one of the biggest social media that could be used to marketing and promotion activity. Abekani is a brand of leather handicraft product, especially bag product . Abekani have used the new media to market their product, this brand just only market their product by online trough website and fanpage, also trough facebook group that handled by customer coordinator. According to the fanpage Abekani Jogja, abekani have 43.016 liker and thousand of people that enthusiast with that product. Abekani produced by handycraft, so they can't produce the product in massal and in large numbers. This situation has makes Abekani must to set some procedure so that all of the cunsumer not dissapointed. By waitinglist sistem, product stock on website, and ‘numpang lewat’ sistem on fanpage an facebook group. The unbalance between supply and demand of this product make this product very difficult to get and also make the customer being more curious. So they made

the secret group on facebook named Abekani(an)Lover. After this group was made, the customer of Abekani becoming more and more, this group also applied some rules that must be obeyed by its member. This group showed that Abekani was so much preferably and the most of member want to collection the product although it so much hard to get this bag. This group member also showed that "Abekani is not just a bag". The member or this group willing to spend a lot of time to accessed this page to make a wishlist of this bag. Faber and O'Guinn in Shiffman and Kanuk (2008; 120-121) said that one characteristic from fixated consumption behavior is The dedication of a considerable amount of discretionary time and money to searching out the object or product. Fixated consumption behavior is a type of normal consumption behaviour that lies between materialism and compulsion with respect to buying and possessing objects. It is the notion of being fixated with regard to consuming or possessing (Faber and O'Guinn in Shiffman and Kanuk (2008; 119).

### **Fixated Consumption Behavior**

Compulsive consumers have been documented to harbor motivations different from those of normal consumers; they suffer from negative consequences such as financial embarrassment or degradation of self respect; and they tend to be less in touch with reality than their normal counterparts. Different from Compulsive buying characterized, in fixated behavior, the consumer participates in this behavior openly, the acquisition set is often shown to others, sometimes even through public display. No remorse or loss of self-respect results. In fact, the behavior generates much enjoyment and built the person's self esteem. Moreover, the acquisition behavior is considered by society to be normal consumer behavior, and the acquirer is often admired by his contemporaries because of these possessions (Sherrell, Bums, and Phillips, 1991: 36).

Shiffman and Kanuk (2008; 199) stated that Fixated Consumption Behavior somewhere between materialism and compulsion, with respect to buying or possessing object, is the notion of being fixated with regard to consuming or processing. Fixated consumers not keep their object or purchases of interest of secret : rather they frequently display them, and their involvement is openly shared with others who similar interest. In the world of serious collectors, there are countless millions of fixated consumers pursuing their interest and trying to add their collections. Study of Kapoor, Chopra, Gusain, Godinho and Baranwal (2013:7) Showed that collecting activity has meaning in relationship with the self, has meaning in relationship to other people, a preservation, restoration, history and a sense of continuity, as financial investment, as addiction. Kapoor, Chopra, Gusain, Godinho and Baranwal (2013:6) said that parameters of collector are : passion, patient, ability to roll with the ups and downs, aware to trends, attitude, and money involvement.

Faber and O'Guinn in Shiffman and Kanuk (2008; 120-121) stated that fixated consumption behavior characterized by three important category: (1) A deep interest in a particular object or product category, (2) A willingness to go to considerable lengths to secure additional examples of the object or product category of interest, and (3) The dedication of a considerable amount of discretionary time and money to searching out the object or product. Sherrell, Bums, and Phillips (1991: 36) said that a consumer has a fixation on a specific product category. He goes to great lengths to acquire all possible varieties of this product; the pursuit of this acquisition goal dominates his discretionary time, and it accounts for a considerable portion of his discretionary expenditures.

Fixated consumption behavior characterized the 'fixated' behavior of collectors and point out that process and product involvement have been treated in isolation in the past. A pilot study

suggests that product enthusiasm is largely a function of process involvement, suggesting the need for a more appropriate measure of product involvement with fixated consumers (Sherrell, Bums, and Phillips, 1991: 36).

### **Shopping Online An Social Media Addicted**

Consumer characteristics that predict the adoption and use of technology for shopping may also play a role in shaping perceived value for online shopping. These include individual difference factors such as technology proneness and a tendency to be innovative and/or less risk adverse (Donthu and Garcia, 1999; Eastlick, 1996; Korgaonkar and Moschis, 1987 in Warrington 2002 : 36). Academic research conducted in collaboration with industry suggests that an individual's paradoxical feelings and beliefs about online technology are one of several factors that influence the manner in which online and offline retail channels are used to search for and purchase products (Shim, Eastlick, and Lotz, 2000 in Warrington 2002 : 36).

Internet addiction is defined as compulsive computer use resulting in personal distress or use leading to social, occupational, financial, or legal consequences (Black, Belsare, & Scholsser, 1999). Other researchers believe that Internet addiction is a broad term covering a variety of behavior and impulse control problems (Weinstein & Lejoyeux, 2010 in Web and Wasilick, 2015 :2). Andreassen (2012, 503) clarified six core components of addiction: (1) salience; the activity dominates thinking and behavior; (2) mood modification; the activity modifies/improves mood; (3) tolerance; increasing amounts of the activity are required to achieve previous effects; (4) withdrawal; the occurrence of unpleasant feelings when the activity is discontinued or suddenly reduced; (5) conflict; the activity causes conflicts in relationships, in work/education, and other activities; and (6) relapse; a tendency to revert to earlier patterns of the activity after abstinence or control. Wilson (2010 in Liu 2016 :16) developed the Addictive Tendencies Scale, which has three items reflecting salience, loss of control, and withdrawal.

### **Internet Group References**

Internet groups as sources of information and support, bridging the two by exploring the manifestation of information poverty in this particular online setting. Hasler and Ruthven (2011) recently started to explore Internet groups as the sole source of support in situations of information poverty, with a shift in focus from specific communities to discussion groups in general. Shiffman and Kanuk (2008; 291) also said that group and reference group influence the consumer behavior of decision making, purchasing and real consumption.

## **RESEARCH QUESTIONS**

The question of the study was:

1. How are the fixated consumption behavior of member based on Abekani (an) Lover Facebook Group Account posting?
2. How are tendency of Social Media Addicted of member based on Abekani (an) Lover Facebook Group Account posting and respondent interview ?

## **PURPOSE OF THE STUDY**

The purpose of the study was to determine:

1. The fixated consumption behavior of member based on Abekani (an) Lover Facebook Group Account posting?
2. The tendency of Social Media Addicted of member based on Abekani (an) Lover Facebook Group Account posting and respondent interview ?

## METHODS

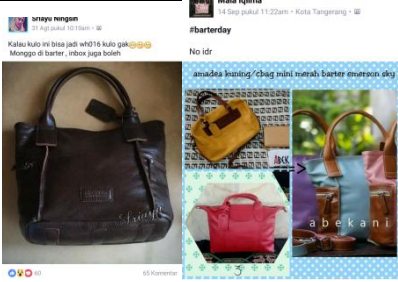

This researched used qualitative approach with interpretative qualitative content analysis type of research. The subject of this study was Facebook group Abekani (an) Lover through picture and text that posted in that group. Collecting data technique use observation on picture and text posted in abekani(an) Lover facebook group account and support by interview to the respondent.

## RESULTS AND DISCUSSION


Facebook Group Abekani (an) Lover has rules about posting a theme that can be carried out by its member, namely the posting entitled "Barter Day" on Wednesday and post-themed market day on Saturday. Based on the writer's observation, Abekani (an) Lover facebook group, there are approximately 180 new posts each day for a normal day. The number of posts increases in barter special day day and market day.

Based on the results of reduction and analysis of posting on Facebook Group Abekani (an) Lover, the results shown in Table 1 below:

Tabel 1. Interpretatif Qualitative Content Analysis

	Picture and teks	Interpretation	
		Picture	Teks
		Barter Day	
1,2		<p>1. Picture showed about the bag with darkbrown colour</p> <p>2. Pictured showed that the member have two kind of abekani bag that one of them, want to "barter" with emerson sky kind of abekani bag</p>	<p>1. Text said about the willingness of member to "barter" her bag with "kulo" leather material. The 65 comment showed that there is 65 member who interterested</p> <p>2. #barterday means that she want to barter in Wednesday. No Idr means that she dont wont another member to buy his bag. Just only to barter.</p> <p>She want her kind of bag of Amanda kuning or c lbag mini red want to barter with emerson sky kind of abekani bag</p>
		Market Day	
3,4,5		<p>3. The picture showed the fairy mother caracter in cartoon movie who hold the wonderfull stick</p> <p>4. Showed the new varian of cbag abekani with blue sky, pink, and purple colour</p> <p>5. -</p>	<p>3. Showed that may have abekani bag is a miracle and the member who posted this writing is still willing to be patient in waiting for a miracle.</p> <p>4. It is part of the album most wanted c bag that can be used to convey his desire to have the members of this bag, and can be used "fairy godmother" of members who want to sell his bags and select based on these comments. Number of comments of 1514 showed the number of members who want to buy a new or used bags</p> <p>5. Disappointment members viewed your facebook account abekani late (late), still hoping to get the bag, and hope that her sadness turned into joy if there is an offer to purchase his bag.</p>

<p>6,7</p>	<p><b>Ordinary Day</b></p>	<p>6. Cartoon picture of 3 people that calling slimbo kulo</p> <p>7. Picture of the "printilan" pencil case, koin purse, and key holder.</p>	<p>6. Lets another member who wanted the slim hobo kula abekani bag, to remain walling the bag by 1..2..3.</p> <p>7. feel blessed for having abekani stuff and still hope to having abekani bag.</p>
<p>8,9</p>		<p>8. Showed two collection of abekani bag, and lotion bag in a porch with a rainy weather</p> <p>9. -</p>	<p>8. showed that treatment the bag while waiting the son in the rainfall is very interesting</p> <p>9. shows a tendency to the addicted to the title of the post "demam abekanikah ini?", In this post indicated they are making various efforts, oftenly check facebook, various creative pouring passion about the product that you want, a lot of friends, and can be in business. Shown by mobilizing the creativity in writing a post about the desired product. Fairly kind and want to sell her abekani products. The phrase "sebentar sebentar cek facebook" indicate addicted to the media caused a deep interest</p>

<p>10,11</p>		<p>10. showed a meeting activity of abekani member from borneo area with they collection.</p> <p>11. showed a deep interest even where these products are also in demand by his son and hopes the bags will be his bags later as adults</p>	<p>10. Showed the area of Abekani member, that comes from all area and province in Kalimantan iland.</p> <p>11. Show that the bag gonna be her daughter bag in the future</p>
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Based on Table 1 above, it can be concluded regarding the fixated consumption behavior shown on the pictures and text posted in Facebook Group Abekani (an) Lover :

**1. Dept Interest in the product abekani.**

Based on the results of the content analysis in qualitative interpretation, almost all pictures and texts posted shows a deep interest towards the product abekani. Postings on barter day (pic 1 and 2) show that the members would like to get a bag of other models, barter does not want its products purchased by other members because they will lost their collection and even don't have any product of abekani because their bag had been bought by other member. Postings on marketday which mostly contain wishlist show that members are expecting products of abekani, even it is so difficult, they would say getting the bags abekani as a miracle, though they remain patient (pic 3). Members even showed deep disappointment when they miss a post on "numpang lewat" of Tunjung abekani as the owner of the workshop opened the pre orders for dozens of bags were immediately shut down in a couple of minutes. Disappointment is indicated by the phrase "nangis guling guling di kolong kasur", but the member still to pray and hope that "semoga air mata berubah menjadi senyuman" (pic.5). the post contains most wanted bag, with has 1,514 comments show interest of so many people on the abekani product. there are some posts that expressed interest and a deep interest towards the abekani product (pic.4). A deep interest was also shown by the picture no.6 where the posting was made by cartoons to call one kind of hobo slim bags abekani and encourage the slimbo fighters to continue calling in hopes of craftsmen will be called and make the product and the continuous posts posted and comments all the time. Picture no. 9 shows interest in very deep or even lead to the addicted to the title of the post "demam abekanikah ini?", In this post indicated they are making various efforts, oftenly check facebook, various creative pouring passion about the product that you want, a lot of friends, and can be in business. A deep interest shown by mobilizing the creativity in writing a post about the desired product, for "fairy godmother" who fairly kind and want to sell her abekani products. The phrase "sebentar sebentar cek facebook" can also indicate addicted to the media caused a deep interest for a certain product. Andreassen (2012, 503) stated that two of six category of Addicted is salience; the activity dominates thinking and behavior, and 3 tolerance; increasing amounts of the activity are required to achieve previous effects.

Picture no. 12 also shows a deep interest even where these products are also in demand by his son and hopes the bags will be his bags later as adults. Faber and O'Guinn in Shiffman and Kanuk (2008; 120) stated one of the characteristic of fixated consumption behavior is a deep interest in a particular object or product category,

## 2. Willing to travel distances

Picture 11 shows the gathering activity of abekani Kalimantan region. Member abekani (an) Lover who lived in Kalimantan met according to their province. They are willing to travel long distances in order to meet and obtain a bag or other abekani products. As is known, Kalimantan area is very spacious and has a considerable distance. They are willing to travel long distances because if they are not present in the gathering, then they can not take the product abekani based on pre order area. Faber and O'Guinn in Shiffman and Kanuk (2008; 120) stated one of the characteristic of fixated consumption behavior is a willingness to go to considerable lengths to secure additional examples of the object or product category of interest. Sherrell, Bums, and Phillips (1991: 36) was said so that a consumer has a fixation on a specific product category, goes to great lengths to acquire all possible varieties of this product; the pursuit of this acquisition goal dominates his discretionary time, and it accounts for a considerable portion of his discretionary expenditures.

## 3. Take the time, money and other large enterprises to get the product abekani.

Based on the research results, the picture no. 9 with the title of the post "demam abekanikah ini?", Shows the characteristics of her behavior that "do always attempt in various ways to get the bag, purse, pouch, shirt and various products of abekani" and the phrase "udah gitu dengan berbagai kreativitas untuk menuangkan hasrat untuk memberikan informasi tentang apa yang diinginkan (nge WL) dengan sesama AL ngarep kalo ada ibu peri yang mengetok inbox". Two sentences above indicates that the member is willing to make efforts and their thoughts not just occasionally but always to get the product abekani. The phrase "bentar bentar cek fb (takut ada kuiz2, yang ngelepas abenya, etc.)" indicates that the member is willing to spend some time every day to search for products abekani. Based on the interview with one of the regional coordinators, namely Kalimantan is known that a lot of effort made members to obtain products abekani namely by sending a message to the coordinator, to be willing to buy products abekani with a system of "bundling" which products abekani are not sold separately branded products other, although they don't have any interest for any other bundling products. Some are willing to buy at a very high price, but will often keep it a secret because selling abekani products at high prices prohibited by the manufacturer or admin group. The results showed profound behavioral as stated by Faber and O'Guinn in Shiffman and Kanuk (2008; 120) stated one of the characteristic of fixated consumption behavior is the dedication of a considerable amount of discretionary time and money to searching out the product. Sherrell, Bums, and Phillips (1991: 36) was said that a consumer who has a fixation on a specific product category will do some effort to pursuit of this acquisition goal dominates his discretionary time, and it accounts for a considerable portion of his discretionary expenditures.

## 4. Shows the collection

Picture No. 7, 8, 10, 11 shows a picture of the member abekani that shows its collections or products. Picture 7 shows the members are grateful for having the goods "printilan" of abekani and hope to have a bag abekani. Picture 8 shows the member who displays 2 their collection abekani bag and skin care cream that suggest she was always taking care of the bag owned. Picture 10 shows on the gathering activities of the members Abekani (an) Lover Kalimantan region, where members met by provinces in Kalimantan, they also showed and took pictures with each collection. Picture 11 shows a member who

shows her handbag collection. Shiffman and Kanuk (2008; 199) stated that fixated consumers not hide of their products or collection. consumption behavior characterized. Verplanken and Herabadi in Yang, Wang and Niu , 2008: 633) said that in fixated behavior, the consumer participates in this behavior openly, the acquisition set is often shown to others, sometimes even through public display.

Faber and O'Guinn in Shiffman and Kanuk (2008; 120-121) stated that fixated consumption behavior characterized by three important category: (1) A deep interest in a particular object or product category, (2) A willingness to go to considerable lengths to secure additional examples of the object or product category of interest, and (3) The dedication of a considerable amount of discretionary time and money to searching out the object or product. The result shows that the picture and text that posted in Abekani (an) Lover Facebook Goup Account showed all of three characteristic of fixated consumption behavior.

Kapoor, Chopra, Gusain, Godinho and Baranwal (2013:6) said that parameters of collector are:

1. Passion, Abekani(an)Lover member very enthusiasm and have a deep and strong desire to have the abekani product, it showed from the deep feeling they shared in wall when they could buy or fail to buy this product. They also treated good of the product.
2. Patient, a lots of posting about "wish list" and thousand waiting list showed that that member still want to wait. More of that , there are more of "newbie" who are member in mount or event years but still dont have the abekani product yet and still patient of make a wishlist posting.
3. Ability to roll with the ups and downs, most of the member fell dissapointed when they dont get the product when produsen supply to pre order it, but they still have a hope. They fell so much happy when they get the product and said that that was a mirracle.
4. Aware to trends, member know about the code of the product and the things about that, sometimes admin of account do some quiz to check the member knowledge.
5. Attitude, there is a rule that banned the member of this group
6. Money involvement, abekani bag could be investment because it could be to resell.

Although the customer tend to buy more and more, this behavior cant be clasified as impulsive buying, because impulsive buying is a rather loosly defined concept, wich covers many forms of non rational purchase (Verplanken and Herabadi in Yang, Wang and Niu , 2008: 633). Inpulsive also categorized as abnormal behavior. Different from Impulsive buying characterized, in fixated behavior, the consumer participates in this behavior openly, the acquisition set is often shown to others, sometimes even through public display. No remorse or loss of self-respect results. The member of abekani (an) Lover like to show the product of abekani in facebook goup wall also in public. In fact, the behavior generates much enjoyment and built the person's self esteem. Moreover, the acquisition behavior is considered by society to be normal consumer behavior, and the acquirer is often admired by his contemporaries because of these possessions. (Sherrell, Bums, and Phillips, 1991: 36). The member maintain to stay patient waiting to the product because of the curiusity and they love the process of waiting. Shiffman and Kanuk (2008; 199) stated that Fixated Consumption Behavior is the notion of being fixated with regard to consuming or processing.

Based on observation and interview, Abekani (an) Lover Facebook Goup Account have some rules and function. One of posting said that being a mamber group make her have a lot of friends to share and discuss about the abekani product. Another posting said that she want more abekani bag because of interested in other member bag that posting in facebook group.



They also said that they can't stop to want the abekani stuff everytime they look the the abekani product that post by member or by produser. They called his condition of addictive as "racun". They can't stop to interested with abekani bag and always stay tune at facebook group because in abekani group, they can sharing and discussion about the abekani product aspecially about how to get and to treatment the bag. Shiffman and Kanuk (2008; 291) said that group and reference group influence the consumer behavior of desecion making, purchasing and real consumption. Member also said that be a member of Anekani(an) Lover make them have more information about the product and a lot of friends. They always discussed not only by posting but also in facebook message. Because of that, they want to always stay tune at that group not only to checked if there is suddenly an open order product, but also to always get information and keep contact with other member. Much of them communicate intensively by comment or by private message. It make them like a closed friend, and if it possible they meet in real life. They not only can do group communication but also interpersonal communication by Electronically Mediated Interpersonal Communication with their cyber friends. High intensity of Media Social uses could lead them addicted to Social Media. Andreassen (2012, 503) clarified six core components of addiction: salience, mood modification, tolerance, withdrawal, conflict, and relapse. Based on observation and interview of the study founded that:

1. Saliance, not a of member thinking about how to spend more time on facebook group.
2. Tolerance, a lot of member have spent more time on social media especially facebook grop of Abekani(an) Lover than I initially intended"
3. Mood modification, little of member use of social media to forget about private problems
4. Relapse, much of the member was tried several times trial to cut down on the use of social media without success
5. Withdrawal, The bad feeling if could not log on to social media not really strong.
6. Conflict,only few member experience the conflict, it such as ignored the family because of social media sometimes unnoticed, because the high frequency of facebook group exposure.

Based on interview of some respondent there is no more than 4 indicator that really ocure strongly at abekanian member. Most of respondent, experience 2 category, then 3 category and e few respondent experience 4 category (Liu, 2016;18). Participants were considered "addicted" when indentified to five or more criteria. So, abekani (an) leather member not defined as high sosial media addicted.

## CONCLUSIONS

1. The result shows that the picture and text that posted in Abekani (an) Lover Facebook Goup Account showed all of tree characteristic of fixated consumption behavior : (1) A deep interest in a particular objector product category, (2) A willingness to go to considerable lengths to secureadditional examples of the object or product category of interest, and (3) The dedication of a considerable amount of discretionary time and money to searching out theobject or product. The member not keep their abekanian product of secret : rather they frequently display them, and their involvement is openly shared with others who similar interest in group
2. Based on interview and account content,respondent not defined as high sosial media addicted

## REKOMENDATION

Although the fixated consumption behavior of abekani (an) Lover Facebook Group member is normal of consumer behavior, the tend of addicted in social media uses is must be avoided. This study only looked the tendency by observating the account and interviewing of some respondent To have more significantly result of Social Media addicted of Abekani(an) Lover member, we need to do generalized survey in a future study with more of the respondent.

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