

CONSUMTIVISM IN DIECAST AUCTIONS ON INSTAGRAM DURING THE COVID-19 PANDEMIC

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Abstract. Consumption through auctions on Instagram by collectors is a pleasant behavior by the desire to shop for various diecast models excessively during the covid-19 pandemic. This excessive diecast shopping behavior has become a new lifestyle for diecast collectors where they are more wasteful in shopping during the covid-19 pandemic. This interest in diecast marketed through Instagram media triggers impulsive buying behavior among buyers in shopping for diecast through Instagram media during the Covid-19 pandemic. This study aimed to determine the behavior of consumerism in diecast auctions on Instagram during the Covid-19 pandemic. The subjects of this study have characteristics, namely a) the informants are diecast collectors, b) diecast collectors who make auction purchases at least once a month, c) diecast collectors who spend a minimum of IDR 500,000 per month to shop online. This study uses three methods, namely, open questionnaire, interview, and observation. Ten informants met the criteria from the open questionnaire screening results, 10 informants met the criteria, but only 6 people offered to become informants in the interview method. The results showed that the behavior of consumptive in the Diecast Auction on Instagram during the Covid-19 Pandemic, namely excessive shopping behavior, shopping for pleasure, and impulse buying. This shopping behavior has become a new lifestyle during the COVID-19 pandemic. One of the contributing factors is that collectors have not been able to buy directly from toy shops. Informants are willing to sell their diecast collections to buy the desired items, and they also pay for necessities to buy rare model diecasts. In addition, they will feel proud to have many diecasts categorized as hot items, rare, and different from other collectors.

Keywords: Consumerism, Collector Diecast, Instagram, Covid-19

1. INTRODUCTION

Along with the Covid-19 Pandemic that hit the world, especially in Indonesia, an increase in spending occurred in health consumption, hobbies, and bills. Some people re-run their hobbies to relieve boredom while at home during the LSSR (Large-Scale Social Restrictions) period by the government such as sports at home, playing music, playing games, watching TV, cooking, gardening, ornamental fish cultivation, collection of toys, active in social media, or just surfing the internet.

At this time, many business people are starting to develop offline businesses to online for cost efficiency and comply with the LSSR policy from the government. Another advantage of an online business is that it makes it easier for customers to access product information. Business people who used only to market their products through conventional stores are now switching to using the internet as their marketing medium. There are seven online sales places, namely, buying and selling forums, social networks, mailing lists, blogs, domains, messengers, and online communities.

One of the marketing mediums widely used by business people in marketing their products during the COVID-19 pandemic is an online shop based on social media. Marketing that uses social media as an advertising medium has significantly increased conventional advertising media such as radio, television, or magazines. This phenomenon can be seen from the widespread use of social

media, especially Facebook and Instagram as marketing media, both small and large scale businesses. Marketing through Facebook and Instagram has many advantages because the marketing process can be done anytime and anywhere, at a low cost, and quickly recognized by many people.

Some people spend their time during the LSSR policy by re-running their hobbies. One of the exciting hobbies is collecting diecasts. In the LSSR situation, collectors are not able to buy diecasts directly to toy stores as usual. Therefore, collectors prefer to shop through online shops/social media.

Excessive online shopping diecast will result in collectors trapped in consumptive behavior. Collectors in meeting the needs of diecast collections are only based on interest in the products offered. Some of them even buy just because friends in other collector communities also buy things online. Another reason collectors buy things online is that it's easy and there's no need to leave the house to hunt for the latest diecast.

In addition, the reason diecast collectors choose to shop online is because of attractive promos during the LSSR policy issued by diecast sellers on social media/online shops, such as auction prices that are cheaper than store prices and more free time to access online media to avoid virus contact.

2. LITERATURE REVIEW

Consumptive behavior is the act of buying an item without any reasonable consideration where the person in buying an item is not based on the need factor (Sumartono, 2002).

(Ancok, 1995) explains that a person's consumptive behavior is a behavior that no longer buys things that are needed, but buys goods to try the product even though they don't really need it.

According to (Lina & Rosyid, 1997) aspects of consumptive behavior are:

a. Impulsive Buying

This aspect shows that a teenager buys behavior only because it is based on a momentary desire and without consideration. They tend not to think about what will happen next and are usually emotional.

b. Waste

Consumptive behavior is one of the behaviors that wastes many funds without realizing a clear need.

Wasteful is spending something that is not needed or exceeds the proper size. For example: shopping for clothes needed for work, school, or official events is not wasteful, but buying three clothes while only one is needed is a waste.

c. Looking for fun (Non-rational buying)

Consumer behavior buys something just for pleasure. One thing that is sought is physical comfort, where teenagers, in this case, are motivated by the nature of teenagers who will feel happy and comfortable when they wear things that can make them different from others and make them feel trendy.

According to (Kharis, 2011), impulsive buying or unplanned purchase is the behavior of people who do not plan something in shopping.

According to Rook in (Kharis, 2011), impulsive buying is a purchase that occurs when consumers experience a sudden strong urge to buy something immediately. The urge to buy is a spree and can stimulate emotional conflict. Impulsive buying quickly occurs because of changing consumer desires. Impulsive buying has several characteristics:

1. Spontaneity;
2. Strength, compulsion, intensity;
3. Excitement and stimulation;
4. Indifference to consequences.

Online shopping is defined as the behavior of visiting online stores via the internet to search for, bid for, or buy products to buy and get these products. There are still many online shops in Indonesia, where payment transactions are still conducting non-online, such as interbank transfers (Luthfiana, 2014).

Online shopping via the internet is a process of purchasing goods or services via the internet. Since the presence of the internet, traders have tried to create online stores and sell products to those who often surf the internet through various social media, blogs, and even the web (Alfataris, 2014).

Online shopping is an activity of buying and selling or electronic commerce that allows consumers to directly buy goods or services from sellers through internet media using a web browser (Gunawan & Ayuningtiyas, 2018).

Factors that influence buying behavior, according to Kotler (Andriana, Martana, & Baskoro, 2020) consist of:

1. Culture: culture, sub-culture, and social class.

2. Social: reference group, family, role, and status.
3. Personal: age and life cycle, occupation, economic situation, lifestyle, personality, and self-concept.
4. Psychology: motivation, perception, learning process, learning process, belief and attitude.

Instagram as an Advertising Tool

With the development of technology, media promotion is increasing, one of which is through social media Instagram. By using this media, manufacturers do not need to spend much money to promote products, and their reach is wider. According to Kotler and Keller, social media allows consumers to share text, image, audio, and video information with each other and with companies and vice versa. (Kotler & Keller, 2008)

From the above definition, it can be concluded that social media is a means of exchanging information between individuals and can also be used as a means of promotion/advertising. Social media has several different types of ads that allow it to take advantage of the unique features of each site. The type is now growing. By using social media, companies can find more effective ways to target their users.

3. RESEARCH METHODS/METHODOLOGY

This study uses a qualitative research method with a phenomenological approach. Consumtivism Research in Diecast Auctions on Instagram During this Covid-19 Pandemic, researchers want to reveal phenomena that exist in society. To obtain data from respondents, the researcher used three methods: an open questionnaire to screen data, interviews as data diggers, and observation as a complementary method.

In the open questionnaire submitted by the researcher to the respondents, it contains 11 questions. The following are the results of the screening carried out:

Table 1. Open Questionnaire Screening Results

Total number of informants	Number of informants based on the intensity of participating in the auction		Number of informants based on the money spent		Number of selected informants	
	1 x a month	2 x a month	300-500 thousand rupiah	>500 thousand rupiah	1x a month 300-500 thousand rupiah	2x a month >500 thousand rupiah
50	11	1	10	1	9	1

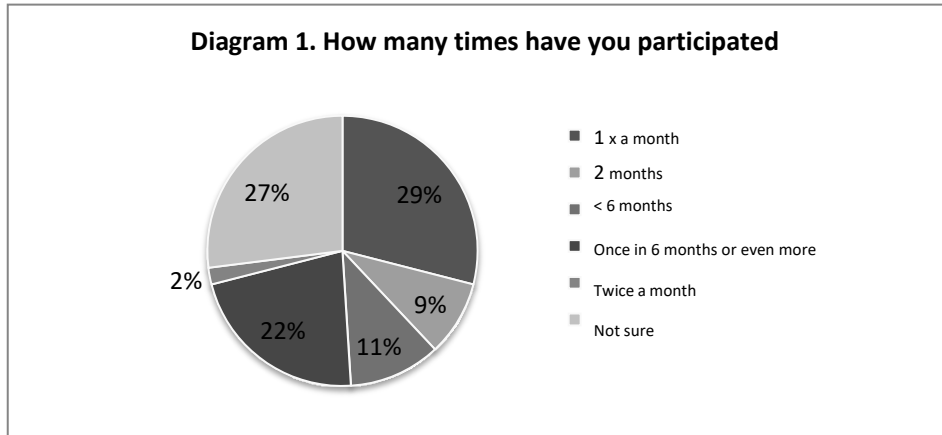
Source: Open Questionnaire 2021

The results of an open questionnaire to 55 informants contained 11 informants who met the criteria based on the intensity of participating in the diecast auction via Instagram. The details are that 10 informants participate in a diecast auction via Instagram at least 1 x in a month and 1 informant participates in a diecast auction via Instagram at least 2 x in a month. Then based on the budget issued to participate in the diecast auction via Instagram, 11 informants obtained details of 10 informants spending 300-500 thousand rupiahs to participate in the diecast auction through Instagram and 1 informant spending money to participate in the diecast auction via Instagram ranging from more than 500 thousand rupiah.

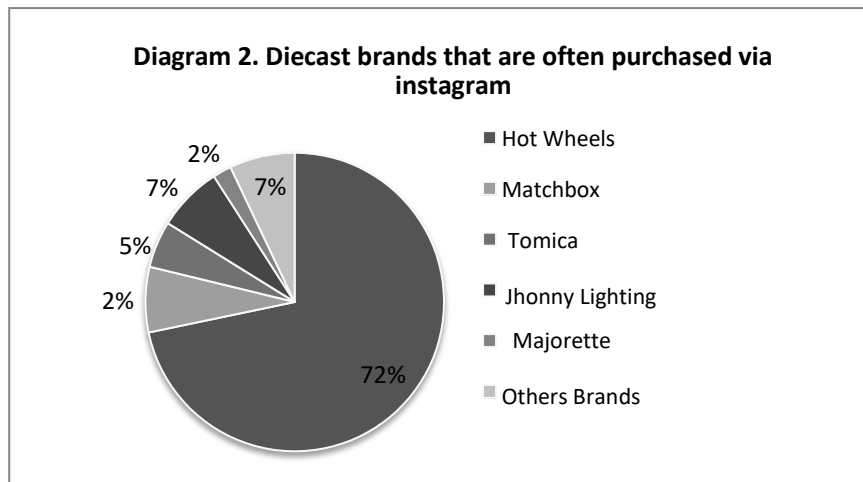
Based on the results of the selection that has been made, 9 informants participate in the diecast auction via Instagram at least 1x in a month and spend a budget of between 300-500 thousand rupiah in one month of diecast shopping and 1 informant who participates in the diecast auction at least 2x in a month and issues a budget of more than 500 thousand rupiah in one month to participate in a diecast auction. Of the 10 subjects who meet these criteria, 6 subjects are willing to be interviewed to explore more in-depth data about the behavior of participating in diecast auctions on Instagram media.

4. RESULTS AND DISCUSSION

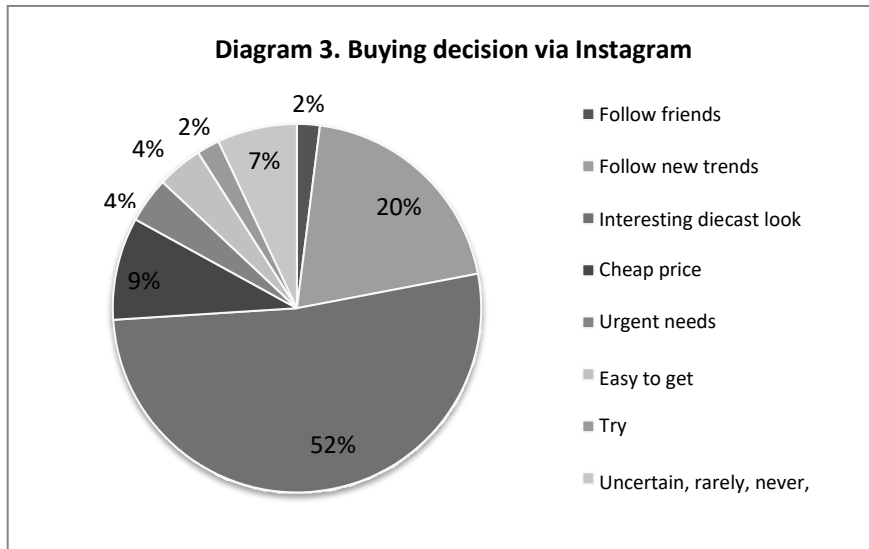
This study aimed to determine the behavior of consumerism in diecast auctions on Instagram during the Covid-19 pandemic. The rise of the internet and the growing development of today's diecast models make diecast collectors trapped in wasteful behavior in fulfilling their secondary needs. Shopping behavior often carried out by diecast collectors is by participating in diecast auctions through social media Instagram.



From the results of an open questionnaire given to informants regarding shopping behavior carried out through social media, most informants participated in diecast auctions via Instagram, and shopping behavior through Instagram was conducted at least 1 x a month. Some even did 2 x a month. Of the 50 informants who filled out the open questionnaire, 11 informants did shopping 1 x in a month through online shopping and 1 informant who did online shopping 2 x in a month.



Purchases through Instagram made by informants are mostly to buy diecast products that are currently rife among collectors. From the variety of diecast products, most informants from 50 informants around 39 informants stated that Hot Wheels is a brand often purchased by informants through Instagram social media.

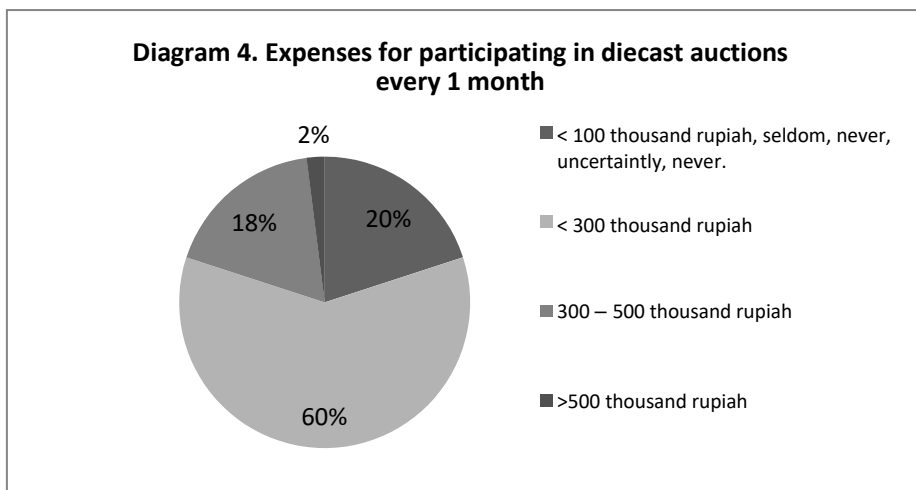


Based on the analysis of the diagram above, the biggest reason for deciding to buy through Instagram is the attractive diecast display. The results of the interview analysis also reinforce this. It can be seen that the informant stated that when he was going to participate in the diecast auction, the first thing he saw was the appearance of the diecast being auctioned, from the appearance of the diecast, the informant decided to buy the desired diecast without considering it more carefully directly. Apart from the appearance of the diecast that makes them interested in participating in the auction through Instagram, the informant sees the specifications of the diecast to be purchased, then the price offered. However, after an in-depth interview, the informant stated that the influence of friends and the diecast auction through Instagram, apart from the attractive appearance of the diecast, friends, and the diecast community, also influenced purchases through Instagram.

Based on the results of interview data analysis, it can be seen that consumptive behavior in buying diecast by participating in auctions via Instagram during the COVID-19 pandemic was carried out because of the pleasure of buying goods through Instagram. According to informants, shopping through Instagram is very easy because you can search for goods without leaving the house.

Based on the results of the analysis of observational data, it can also be seen that the informants participated in the diecast auction through Instagram more than one diecast to fulfill their desire or desire to buy. Because according to them, buying more than one in a diecast auction is fun and convenient because, with many diecast models, they will be able to choose the diecast model that is the focus of their collection.

Informants also conduct the behavior of participating in a diecast auction through Instagram in a wasteful manner. This extravagant behavior will trigger informants to behave consumptively in buying diecast through Instagram. In participating in the diecast auction, the informant was willing to spend half of his pocket money to make purchases through Instagram.



Based on the results of the questionnaire analysis above, in participating in the diecast auction in one month, 33 informants answered <300 thousand rupiahs and 10 informants answered 300-500 thousand rupiahs. Meanwhile, based on the results of interviews, most of the informants stated that they spent a minimum budget of Rp. 500,000 to participate in the diecast auction via Instagram during the covid-19 pandemic. This follows Lina & Rosyid (1997) opinion, which states that consumptive behavior wastes many funds without realizing a clear need. Wasteful is spending something that is not needed or exceeds the proper size. For example: shopping for clothes needed for work, school, or official events is not wasteful, but buying three clothes while only one is needed is a waste.

Purchases of diecast through Instagram were carried out spontaneously by informants without thinking carefully about which diecast to buy. When they see a diecast on Instagram that they think is good and interesting, the informants immediately buy it without considering whether the diecast is worth collecting or not. Based on the results of interview data analysis, it can be seen that in participating in the online diecast auction, the informant buys not because of the brand but also based on the model. Informants bought because of an unexpected desire when they saw a diecast display on Instagram. They immediately feel like buying without seeing the diecast brand. Even the informants did not know the exact reason why they participated in the diecast auction via Instagram. According to them, buying diecast through Instagram is just out of passion without thinking about what will happen later. This is following Kharis's (2011) opinion, which states that impulsive buying or unplanned purchase is the behavior of people where the person does not plan something in shopping.

Consumptive behavior carried out by informants to participate in the desired diecast auction through Instagram is based mainly on several aspects such as extravagant behavior, impulse buying, fun, the influence of friends, and the diecast community. The advantage of research on consumer behavior in Diecast Auctions on Instagram during the Covid-19 Pandemic is that in participating in diecast auctions through Instagram, informants are willing to sell their collections of diecasts to earn money and use them to pay for diecasts purchased through auctions on Instagram.

In addition, based on the results of online shopping fashion interview data analysis conducted by the informant, this unreasonably and excessively causes effects in the future. One of the problems is that many diecasts that have been purchased through Instagram are not included in the collection list, confusing for informants to place the diecast. This happens because in participating in a diecast auction through Instagram, the informant does not consider the collectibility and the effects that will occur later if participating in a diecast auction through Instagram is not controlled.

Based on the data, it can be concluded that participating in the diecast auction is not certain how long the collector will participate in the auction through Instagram. According to them, if they see the media used to participate in the diecast auction, they already want to buy it. This happens because of the desire that arises in the informant. It is even difficult to let go of the habit of participating in diecast auctions through Instagram during the covid-19 pandemic. Efforts to reduce it have indeed been made. However, the results also failed because the informant, every time he opened the social media users to participate in the diecast auction, was always interested and wanted to buy the diecast through Instagram.

CONCLUSION

Based on the results of the research, it can be concluded as follows:

Consumptivism in Diecast Auctions on Instagram During the Covid-19 Pandemic Period occurred because of the influence of the supportive environment to carry out this behavior, both in terms of media, methods, and even support from other parties who initiated to participate in diecast auctions on Instagram social media. The underlying reason for consumptive behavior following a diecast auction is that it is easy to buy the desired diecast.

Purchases of diecast by participating in a diecast auction through Instagram are carried out without considering time. The purchase intensity also cannot be estimated every month and how many diecasts will be purchased when participating in the diecast auction. The amount of money that will be spent is also completely ignored. They don't care how much money they will be met so that the desired diecast even if they have to give up half of the pocket money or even more.

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