

CHAPTER I INTRODUCTION

1.1 Background

The trends of buying virtual items that is getting higher is influenced by the increasing number of online game users in Indonesia. Through the report "Digital 2022 April Global Statshot Report" released by Hootsuite with We Are Social, Indonesia ranked second out of 44 countries that are included in the internet users who play the most video games (Kemp, 2022). It is recorded that 95.4 percent of internet users in Indonesia play games on various devices, ranging from PCs, consoles, VR, to streaming media platforms (Kemp, 2022). Reporting from DetikInet in its article entitled "Game Mobile Rajai Pasar Game Indonesia, Cuan Rp 11.3 Triliun" (Saputro, 2022), online game revenue is able to generate USD 755.5 million or around IDR 11.3 billion for mobile games and USD 318, 8 million or around Rp 4.7 billion for online games using the PC platform (Saputro, 2022). This is influenced by the number of online game users in Indonesia in Q2 which reached 12.7 mobile game users and 53.4 million PC online game users (Saputro, 2022). Generally, gamers spend Rp 100,000 – 300,000 for one transaction according to Michael Wijaya, Co-Founder & Chief Marketing Officer EVOs Sports (Fauzi, 2021).

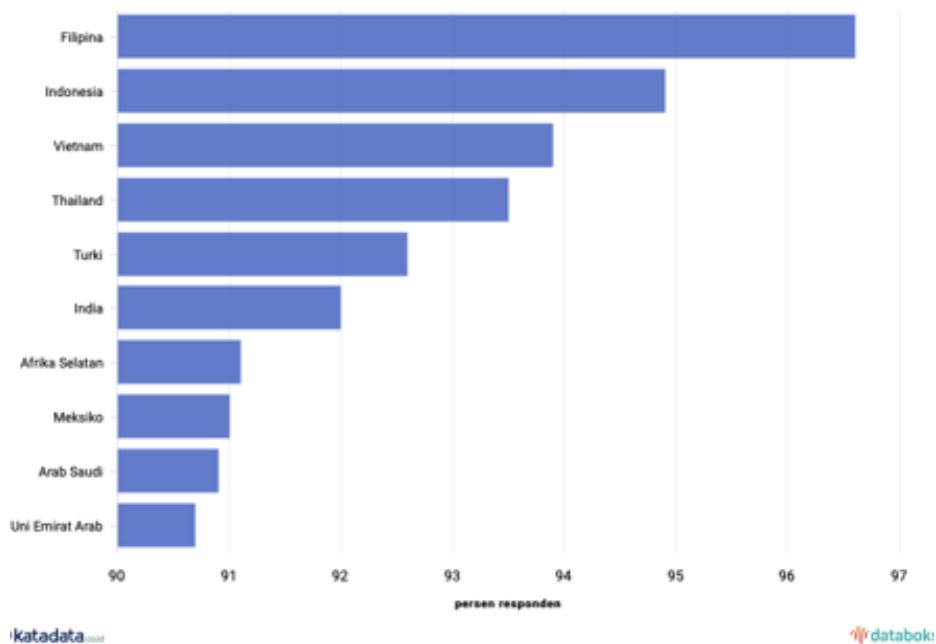


Figure 1.1-1
 10 Countries with The Most Percentage Of Internet Users Playing Video Games
 (Quartal I 2022)

Buying virtual items has become inseparable from playing the games. Most games urge the players to purchase virtual items because of the level of the ability offered (Sun, 2012). Starting from the single-player game genre to even the largest multiplayer game, it can't be separated from in-game transactions or commonly called in-game purchases. The transaction was developed into a transaction involving elements of surprise and probability known as gacha. The element of surprise in this gacha system makes it increasingly difficult for players to break away from the game and foster addiction within them (Idayanti, 2021).

Nowadays, children tend to buy virtual items on online video games. To the extreme there is a case in Indonesia which a mother got a bill of Rp 11 million in 2019. After being traced, the bill appeared after her biological son played a number of online games, including Minecraft, Mobile Legend and Free Fire (Wismabrata, 2019). Other concrete evidences that can be found in Indonesia was

a child who spent Rp 800.000 on game tokens without the supervision of the parent (Hermansyah, 2021). Another example of excessive online game item purchases was Rafathar, the son of Raffi Ahmad and Nagita Slavina, that spend Rp 700,000 a day to buy virtual items for online game (Madinah, 2022). The purchase is considered problematic when children buy beyond their average pocket money. Reporting from Pintek.id, the average allowance for elementary school children in Indonesia is in the range of 5,000 - 10,000 rupiah per day (Pintek, 2020).

The emergence of buying interest can be influenced by the intensity of watching gaming content on YouTube which makes viewers interested in buying items used by gamers being watched. Purchase intention is a cognitive representative of a person's readiness to perform certain behaviors (Wee et al., 2014). According to Kotler and Keller (Literatus Journal, 2009), buying interest is consumer behavior that arises in response to an object that shows someone's desire which ultimately leads to the purchase of goods or services. According to Pramono (2012: 136), consumer buying intention is the stage or process a consumer goes through to select a final candidate option from multiple brands and ultimately purchase the most preferred alternative. Purchasing an item or product service is subject to several considerations. Based on the above explanation, we can conclude that buying intention is the reaction of consumers to choose from several brands and purchase goods and services based on several considerations.

The purchase of virtual items increased as players or users mostly watch gaming content on YouTube (King & De La Rosa, 2020). According to Head of YouTube Gaming, Ryan Wyatt, users of the video sharing site YouTube have

watched more than 100 billion hours of game content on the platform in 2020, more than double the number of hours watched in 2018 (Antara, 2020). Gaming content is also one of the most popular content categories on YouTube in Indonesia. Launching from IdCloudHost (2022), gaming content is the fourth most watched category. Here are some gaming channels in Indonesia that are quite popular.

Table 1.1-1
Gaming Channels In Indonesia That Are Quite Popular

YouTube Channels	Subscribers	Video Title	Views
Jess No Limit	25,000,000 subscribers	Top 1 Gusion Review Skin Terbaru Dimension Walker - Mobile Legends	1,300,000 views
MiawAug	18,700,000 subscribers	Ending Baru Lewat Selokan - Granny Sewer New Update Indonesia	1,000,000 views
Dyland PROS	15,700,000 subscribers	Borong SEMUA UPDATE BARU FREE FIRE KEREN PARAH!! FF MANTAP!	51,000 views
Windah Basudara	9,000,000 subscribers	SAATNYA AKU MAIN NAGA YU ZHONG LAGI DENGAN SKIN TERBARU EXORCIST! Mobile Legends	682,000 views
Oura Gaming	7,490,000 subscribers	AKHIRNYA HERO FAV GW KELUAR SKIN BARU!!! BERAPAPUN GW BELI COY INI SKIN THANKS MOONTON!!!	241,000 views

Virtual items in online games are things that are frequently utilized on characters in online games, such as game currency, game accounts, armor, weapons, outfits, and pets, which either increase a character's strength or simply give them an appealing appearance (Juming, 2017). Most pro-players on YouTube definitely have items that ordinary players don't have, this can lead to an interest in buying the same game items to improve their ability to play the game. From the table above, the most virtual items being promoted are game currency to buy characters, armor, and weapons. As explained by Carissa and Aruman (2019) in their research, social media plays an important role in one of the online games marketing activities. Entrepreneurs who develop online games use YouTube as one of their promotional media, including by using influencer marketing. Therefore, the higher the intensity of watching gaming content can influence the emergence of buying interest in buying virtual game items.

Peer group communication is also important. Impulse buying can be influenced by people around us also have the same interest in gaming (Dyulgerova & Devreli, 2019). Peer group as stated by Horton and Hunt (in Damar, 2010:164) is a group of people who have the same age and status. The existence of some similarities between these members then results in an interaction and communication among group members. The communication process created in a peer group has an effect on close relationships and a great influence on the behavior of members. This is in line with the opinion of Boldero and Fallon (in Louw, 1998: 453) that peer groups have an influence on adolescents regarding choosing clothes, music, language, interests, and bonds with the opposite sex. Through communication in a peer group, it then leads to a

change in a person's behavior, including consumptive behavior. Monks (in Destisya et al., 2019:128) also said that it is not uncommon for someone to follow and apply consumptive patterns from the peer environment. Previous study by Wang et al. (2022) identified jealousy and conformity as two vital mechanisms that mediate peer influence. They also compare the effects of strong and weak peers and find that the former is more influential than the latter in shaping player buying behavior.

In Indonesian context, there are not much of research conducted that discuss the influence of peer group communication on impulse buying of online games virtual items, however from previous research, it can be seen that people become addicted to games due to peer influence. Nurina Rahma (2022) in her research found that the higher the intensity of peer communication, the higher the level of intensity in playing Mobile Legends online games. Conversely, the lower the peer conformity, the lower the level of intensity in playing Mobile Legends. Another research done by Monalisa Sebayang in 2016, found that the intensity of peer group communication has a direct effect on the addictive behavior of playing the online video game Clash of Clans (COC). Therefore, this study addressed such concerns.

1.2 Research Problem

Late childhood (age 6-12 years) is an important period in the formation of a child's personality, besides at this stage children begin to enter the world of school, children are also considered to be able to take responsibility for their behavior in relation to the people around them, for example, peers, parents, and others (Nuryanti, 2008:36). Elementary school children are considered at the

concrete operational cognitive development where they are known to be moderate, not fully developed, in positioning themselves as consumers in the market, because although they are capable of using a comparable set of techniques to improve information storage and retrieval, but they still frequently require explicit reminders (Roadder, 2008). Along with the wider child's environment, there is a child's need to find a place in the age group that it wants to reach. In addition, at this age children are required to be able to feel how it feels to succeed in meeting the demands of the environment. If a child cannot achieve success because it feels inadequate (inferiority), then the child will develop an attitude of inferiority (Makarim, 2022). In this case, the demands of the environment that must be met by students are being able to make friends with their environment at school and get good academic results and complete their tasks in the developmental period for the provision of adolescence (Atika, 2020).

Media exposure has played significant roles in influencing children's consumption (Greenfield & Yan, 2006; Nairn, Griffin, & Wicks, 2008). Recently, social media such as YouTube plays an important role in one of the online games marketing activities (Carissa & Aruman, 2019). Nowadays, many game companies use YouTube influencers to promote their products. Described by Brown and Hayes (2008:65), influencers are third parties that significantly shape customer purchasing decisions, but do not necessarily fully influence these purchasing decisions. Influencer marketing focuses on providing information with the means to have influence. As explained by Carissa and Aruman (2019) in their study, sales promotion and influencer marketing have an effect on the emergence of buying intention in online games Mobile Legends. The reality of this

phenomenon is elementary children buying virtual items for online game without the parent knowing. For example, there is a case in Indonesia which a mother got a credit card bill of Rp 11 million. It appeared that the child was using her mother credit card to buy several online games such as Minecraft, Mobile Legend, and Free Fire (Wismabrata, 2019). Moreover, children's lack of purchasing literacy, or the capacity to use market offerings in accordance with their own goals and wants, is a reflection of the importance of children and youth as market participants. Many cognitive and affective skills only fully develop in the first few years of life, therefore children do not naturally possess all of the capabilities that adults possess. For instance, numerous actual investigations show that children lack many of the mental abilities and functions that adults do (John, 2008). Due to changes in the neuro-anatomical structure and an increase in life experiences, this ability develops during the first 16 to 20 years of a person's life (Mau et al., 2014)

The rising trend of buying online games virtual items excessively has been concerning. Hence yet not many studies address this issue. Excessive buying of virtual items in games is considered as compulsive buying behavior where someone is addicted to buy virtual items for online games without knowing the limit. The virtual purchase can be seen as a good aspect from the perspective of sales and marketing. However, children are understood as a passive-consumers in market because their notions about consuming goods are still immature until they reach adolescence (Roadder, 2008). In this regard, previous study suggested that consumptive behavior to buy virtual items is caused when someone is addicted to playing games (Syaripudin, 2021) which can lead to various negative behaviors such as decrease in student learning outcomes, become lazy to do anything, leave

their obligations to worship, and reduce study time due to playing games too often (Syifa et al., 2019). Another important aspect shaping children consumption is peer influence that can be a factor in the emergence of impulse buying of online game virtual items among children is the intensity of peer group communication (Wang et al., 2022). As I have mentioned before, elementary children are expected to find a place in a group of age that they want to reach (Makarim, 2022), this supports the findings of Dyulgerova and Devreli (2019) that explains social peers influence children's impulse buying behavior in buying virtual products for online games. Peer groups play an important role in influencing someone when they want to buy a product, because here peer groups can provide various information, or recommendations for a product to trigger the growth of buying intention (Pandika, 2018). Previous research also found that the psychological makeup of a child also leaves him open to peer pressure. If a companion were with him, he would never miss out on what the other child is buying, which would cause him to act impulsively. Parents think that the youngster learns to act impulsively as a result of media and peer pressure (Siddiqui & Ahmed, 2013).

According to the preceding explanation, the issue can be stated as follows:

1. Does the intensity of accessing gaming content on YouTube and peer group communication have an influence on the impulse buying of online game virtual items?

1.3 Research Objective

The purpose of this study is to examine the influence of the intensity of accessing gaming content on YouTube and peer group communication on the impulse buying of online game virtual items among elementary school children.

1.4 Research Significance

1.4.1 Theoretical Significance

This research is conducted to validate The Effect of Intensity of Accessing Gaming Content on YouTube and Peer Group Communication on the Impulse Buying of Online Game Virtual Items among Elementary School Children by drawing from the Consumer Socialization Theory. In doing so, this study advances the understanding on the major importance of media in consumer socialization, particularly in the form of YouTube gaming contents, and peer communication in influencing the consumption behavior among children.

1.4.2 Practical Significance

This study provides further knowledge for the public regarding the effect of the intensity of accessing gaming content on YouTube and peer group communication on purchasing online game virtual item, which can be a resource for future research and social campaign on the related topic.

1.4.3 Social Significance

This research provides information about impulsive consumption among children in buying online game virtual items and the two variables that influence it. Such information is particularly important for raising concerns on parental mediation in children's watching YouTube gaming contents and their peer group communication in playing games.

1.5 Theoretical Framework

1.5.1 State of The Art

Numerous studies have been conducted in accordance with this research; hence, some of these earlier studies will be detailed and discussed.

First, the research is conducted by Elkaf Putra, Betty Purwandari, Imairi Eitiveni, and Mardiana Purwaningsih in 2022. This study was titled “Faktor Pendorong Keputusan Pembelian Virtual Item pada Mobile Commerce (Studi kasus: Game Mobile Legends)” in which the data were collected by distributing questionnaires using a google form and were analyzed using SEM-PLS method. This study used Theory of Consumption Values and resulted that S Social Value and Enjoyment Value have a positive and significant impact on Satisfaction. Good Price, Discount Price, Scarcity, and Satisfaction have a positive and significant impact on Purchase Intention.

Second, the research was conducted by Hristiana Dyulgerova and Paraskevi Devreli in 2019 titled “Hedonic Motives: Influencing Players’ Impulse Buying Purchases of Virtual Goods”. This study seeks to look into the widespread and well-known issue of impulse purchase from a unique and new perspective. Additionally, it investigates whether users make impulsive purchases of virtual products. Additionally, the study's dual objectives center on the investigation of specific hedonic motives and whether they cause players to make impulsive purchases. The study's second objective is to determine whether demographic factors like age and gender can reduce the association between hedonic motives and impulsive purchases of virtual goods. Method used in this study is explanatory study since the problem being examined is well-structured. This study

resulted in it is possible to shed light on an uncharted subject where there is still little published material by looking into the phenomenon of impulsive purchase in the context of video games. Hedonic motives, which have been shown to have an impact on consumer purchasing behavior, were used to study players' purchasing behavior. The findings showed a substantial correlation between the player's intention to make impulsive purchases of virtual items and their hedonic motives. Additionally, while not being a hedonic reason, the challenge component was added since it influences players' intent to play.

Third, a study titled “Gamification and online impulse buying: The Moderating Effect of Gender and Age” conducted Lin Zhang, Zhen Shao, Xiaotong Li, and Yuqiang Feng in 2020. In order to investigate the effects of two gamification methods on impulsive purchases made during the "Double Eleven" shopping event, this study creates a theoretical model. Legitimate survey forms were obtained from Chinese customers who use the Taobao or Tmall platforms. They looked at their research model using structural equation modeling. This study's empirical findings imply that reward-giving and badge-upgrading gamification mechanisms are positively connected with perceived enjoyment and social interaction, which in turn significantly affect customers' impulse purchases.

Fourth, a study titled “What drives in-app purchase intention for mobile games? An examination of perceived values and loyalty” conducted by Kuo-Lun Hsiao and Chia-Chen Chen in 2016. In order to determine the antecedents of in-app purchase intention in the context of mobile games, the aim of this work is to develop a research model based on studies of value theory and the loyalty literature. A web survey of 3,309 mobile game players, including 813 free players

and 2.496 paid players, was used to empirically evaluate the suggested model. The research model was evaluated using structural equation modeling. The findings show that a player's inclination to make an in-app purchase is significantly influenced by their devotion to the mobile game. All players' commitment to the game is directly influenced by its perceived values (playfulness, connectivity, access flexibility, and reward), while non-paying players' intentions to make purchases are seemingly less affected.

Fifth, the research conducted by Le Wang, Xin (Robert) Luo, and Han Li in 2022 which titled “Envy of conformity? An empirical investigation of peer group influence on the purchase of non-functional items in mobile free-to-play games.” In the context of non-functional item consumption in free-to-play mobile games, this study compared the influences of strong-tie versus weak-tie peers and investigated their influencing mechanisms by proposing two mediating variables (envy regarding the outcomes of peers and conformity to peer choices). This study also revealed how tie strength, individual variations, and their interactions affect how these variables mediate peer influence channels through envy and conformity. A scenario-based experiment that combined elements of field research and laboratory testing was used to test the model.

In conclusion, from these five previous studies, there are various influences that cause the emergence of impulse buying in purchasing online game virtual items, such as, perceived usefulness, satisfaction, perceived enjoyment, hedonic motives, social interaction, and peer group interaction. This study introduces new variables, the intensity of accessing gaming content on YouTube and peer group communication affect children impulsivity in buying virtual items

for online games. This kind of research has been studied before by Wang et al. which titled “Envy or conformity? An empirical investigation of peer influence on the purchase of non-functional items in mobile free-to-play games”. However, it is yet not widely studied in Indonesia.

1.5.2 Research Paradigm

This research is a quantitative-research with a positivistic paradigm to explain the causal relationship. A fundamental idea in the positivist paradigm is that reality exists in reality in accordance with the laws of nature. This idea is anchored in the ontology of realism. In general, positivism addresses the value of what is presented, with a stricter emphasis on taking into account both raw data and facts without being impacted by human biased judgments. (Scotland, 2012; Saunders et al., 2012).

1.5.3 The Intensity of Accessing YouTube

The high intensity of accessing social media by elementary school children can have an impact on their daily lives. Accessing high social media can affect a person's cognitive and behavior. Although there is no previous study that explained the intensity of accessing YouTube, Primartiwi (2019) in her study explained that the intensity of access is defined as not just seeing a show but also paying attention to it intensely (Primartiwi, 2019). When someone with a high intensity in watching a show, then the possibility he is affected by the content of the show is getting bigger. This is because the message conveyed is carried out continuously and settles in memory. The amount of time spent using various media, the kinds of media consumed, and the many connections between individual media users and the media content they are consuming or the media as

a whole are all considered to be aspects of media use (Rosergreen in Rakhmat and Ibrahim, 2016:121)

Social media is a platform that allows for communication and participation in online social networks as well as the publication of material including profiles, activities, and even user comments (Nasrullah, 2014: 36). Meanwhile, users can publish, watch, and share videos for free on the well-known video sharing website YouTube. Chad Hurley, Steve Chen, and Jawed Karim, three ex-PayPal workers, founded the company in February 2005. Typically, YouTube videos are user-made videos as well as TV movie and video clip snippets (Widika in Faiqah et al, 2016:259). There are many video categories that can be watch in YouTube, one of which is gaming content. Gaming content is game's audio-visual content, including the character's visual appearances and associated in-game data.

Therefore, the intensity of accessing gaming content on YouTube can be describe as the state of level or how intense a person is when accessing gaming content on YouTube. Pratama and Rosilawati in their research (2022) explained that Ajzen (1991) proposed four dimensions of social media use intensity, as follows:

1. Attention when accessing YouTube

On YouTube, one might find attention as a kind of interest. When someone wants to watch a gaming video or learn about new skills of gaming, it is easy to find some gaming videos on YouTube. This temptation will lead someone to keep watching YouTube gaming videos.

2. Appreciation for accessing YouTube

Understanding and assimilation of knowledge can be accomplished through appreciation. This appreciation refers to a person's way of understanding, appreciating, and remembering information or visual representations.

3. Duration in accessing YouTube

When browsing YouTube, the time between actions is known as duration. When using YouTube's social network, users frequently become disoriented by the passage of time. You may measure how long you spend on YouTube in minutes or days. It is common to use the phrases "high" and "low" duration interchangeably. A low duration is one to four hours, whereas a high duration is more than four hours every day (Juditha, 2011).

4. Frequency of accessing YouTube

It is calculated how frequently a user visits YouTube. It's common for someone who already likes using YouTube to be ignorant that it's used frequently. The level of frequency varies for each person depending on their demands and interests. It belongs to the high-frequency category if it is repeated more than four times per day, and the low-frequency group if it is repeated between one and four times each day (Juditha, 2011).

1.5.4 The Intensity of Peer Group Communication

According to Devito (2009) communication intensity is the level of depth and breadth of messages that occur when communicating with people. The intensity of communication that occurs in depth is characterized by honesty,

openness and mutual trust that can lead to a response in the form of behavior or action. While Primartiwi (2019) explains that peer group is a form of social group. Communication in this peer group can be seen in quantity and quality, quantity is seen from the frequency and regularity of children in interacting with their peer groups, while quality is seen from the depth and breadth and support for messages exchanged between children and their peers. The influence of peer groups will have more influence on attitudes, speech, interests, appearance, and behavior than the influence of their parents (Hurlock, 2005:213).

Thus, the quantity of communication intensity in a peer group can be interpreted as a communication activity that is repeated or carried out more than once with a social group where there is a person or several people who are considered important in it, to establish a close relationship between the first person and his group of friends. According to research done by Petrova & Gross (2017), people watch gaming content on YouTube to be part of something larger than oneself. Online communities help to remove barriers between gamers and enable them to share their love of characters and worlds with other actual individuals who share their sentiments. Ipsos reports that 56% of YouTube gamers think that YouTube is where they interact with other gamers. Gamers have the opportunity to increase their love for the activity, for their favorite games, and for the gaming community as a whole by interacting socially through "let's plays," walkthroughs, response videos, and reviews.

According to Devito (2009 in Indrawan 2013:6) states that to be able to measure the intensity of communication between individuals, it can be viewed from six aspects, namely: frequency of communication discussing about gaming,

duration used to communicate the topic of gaming, attention given when communicating about gaming, regularity in communication about gaming, level of breadth of communicating messages & the number of people with whom to communicate about gaming, and the level of message depth when communicating about gaming.

1.5.5 Impulse Buying Behavior

Unplanned purchases are referred to as impulse purchases. It occurs when someone buys something out of an immediate inclination to do so without giving it much thought after being exposed to a stimulus. According to Rook (1987), impulse buying incorporates psychological components and is not only about impulsive purchases. When a consumer has a sudden, strong, and persistent need to buy something right away, it is known as impulse buying. The desire to purchase is a complex hedonistic inclination that can lead to emotional conflict (Rook, 1987:191).

The phenomenon of impulse buying is related to unplanned purchases which are the outcomes of a quick consumer decision making. According to Rook and Gardner (in Dyulgerova and Devreli, 2019), impulsive conduct is affected by three aspects of mood: pleasure, arousal, and dominance. Piron (1991) undertook a comprehensive investigation of impulse buying and described it in terms of four factors: unplanned, as the result of exposure to a stimulus, as judgments frequently made on the spot, and the impulse purchases contain cognitive and/or emotional consumer's reaction (Dyulgerova & Devreli, 2019).

Virtual items or in-game items are weapons, armor, or decorative skins that players can buy to boost their character's ability or enhance the gameplay

experience (WePlay Holding, 2021). Virtual items offered by the gaming company are often enjoyed by the players because it improves the gaming experience. Usually, gaming companies utilized their promotion through social media and influencer marketing, hence the number of people watching gaming content on YouTube that are increasing every year. Through these two factors, it can encourage players to buy in-game items impulsively.

Digital platforms proved to be a great benefit for the video game industry (Marchand & Thurau, 2013). Hamari (2015) revealed that if players enjoy the gameplay, they are less willing to purchase virtual goods in the game, whereas the enjoyment increases their willingness to play continuously playing. Continuous play of a game as well as positive opinions of both players and their peers about the game lead to purchases of virtual goods.

Thus, it can be concluded that impulse buying of online games virtual item can be defined as an unplanned purchase of virtual items.

1.5.6 Consumer Socialization Theory

This study will be focusing on Consumer Socialization Theory by Scott Ward (1974). Ward (1974) explained that Socialization in Consumer Socialization defined as processes by which individuals learn to participate effectively in the social environment. According to him, Socialization is the process by which individuals acquire the knowledge, skills, and dispositions that enable them to participate as more or less effective members of groups and the society. Thus, Consumer Socialization according to Scott Ward (1974) is defined here as processes by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace. Consumer role enactment

may be said to occur during the physical act of purchasing, or consumer role can refer to the set of physical and mental activities specifically involved in purchase decisions-shopping, talking to others about products and brands, and weighing purchase criteria. At such times, skills, knowledge and attitudes directly relevant to the transaction are quite useful. Ward (1974) explained that research in consumer socialization requires an understanding of two types of learning processes: those directly related to the acquisition of consumption-related skills, knowledge and attitudes, and the processes by which children acquire social motivations that have consequences for consumption behavior.

In this study, the researcher focuses on elementary school children aged 7-11 which in the stage of the analytical stage of consumer socialization. The analytical stage is named for the vast improvements we see at this stage in children's abilities to approach matters in more detailed and analytical ways. According to Consumer Socialization theory, enormous changes take place, both cognitively and socially, as children move to analytical stage. This period contains some of the most important developments in terms of consumer knowledge, skills, and consumption motivations. A more sophisticated understanding of the market, a more complex set of knowledge about concepts like advertising and brands, and a new perspective that goes beyond their own feelings and motives are the results of the shift from perceptual thought to more symbolic thought noted by Piaget, along with dramatically increased information processing abilities. Products and brands are scrutinized and differentiated based on multiple dimensions or attributes, generalizations are made based on one's experiences, and concepts like

product categories or prices are conceived of in terms of functional or underlying dimensions (John, 2008).

This theory was later developed by George P. Moschis and Gilbert A. Churchill, JR. (1978) who discussed that Consumer Socialization was influenced by several socialization agents around young children namely, peers, mass media, parents, and schools as the four socialization agents. This theory contends that although parents teach their children and young people the logical sides of purchasing, the media educates them to assign social connotations to objects, educational institutions stress the value of economic intelligence, and peers apply a variety of social pressures (Moschis & Churchill, 1978). Moschis and Churchill focuses on two general models—the social learning model and the cognitive development—in predicting Consumer Socialization. The results showed that compared to television and family, adolescents typically depend more on peers, such as friends and classmates, to shape their consumer behavior. It has been established that the role of mass media in socialization is comparable to as important as family and peers. Youngsters learn by imitation, therefore by watching television show lifestyles and advertising, they will establish their buying habits and learn about the many consumer roles. According to the study's findings, the family has a significant impact on how people become consumers. Parent-child socialization is an adult-initiated process wherein growing children learn culturally appropriate behaviors and values through observation, instruction, and imitation. Moms can educate consumer behavior through direct instruction, observation, and parental supervision. Mothers typically have the greatest impact on consumer development (Moschis & Churchill, 1978).

In this case, the influence of the media based on this theory, the media has great power in shaping consumer attitudes and behavior. Through advertisements, product reviews, and television programs related to consumption, the media can create new wants and needs in society. Ads that highlight products in an engaging and emotionally charged way can influence a person to make an impulse purchase. In addition, through social media, individuals can see posts and recommendations from friends or influencers that can influence their purchasing decisions (Moschis and Churchill, 1978). Peer groups also have a significant influence on spontaneous buying attitudes. Peer groups often have shared norms and values that include certain preferences and lifestyles. If peer group members display spontaneous buying attitudes and behaviors, individuals are more likely to follow these patterns to feel accepted and connected to their group. In the context of spontaneous buying, seeing friends or family involved in an impulse purchase or showing satisfaction after a purchase can influence individuals to make similar purchases.

This theory only explains how socialization agents shape children's attitudes as consumers in the market, moreover Scott Ward (1974) explains that understanding of consumer socialization processes is largely based on conclusions from research in other fields-especially, research on socialization and child development in psychology. However, this theory has been widely used in research on young children's attitudes as consumers. One of them is Hristiana Dyulgerova & Paraskevi Devreli (2019) which discusses Hedonic Motives that influence the impulse buying of elementary school children. Researcher then want to test this theory to find out the effect of the Intensity of Watching Gaming

Content on YouTube and Peer Group Communication variables on the Impulse Buying of elementary school children.

1.6 Hypotheses

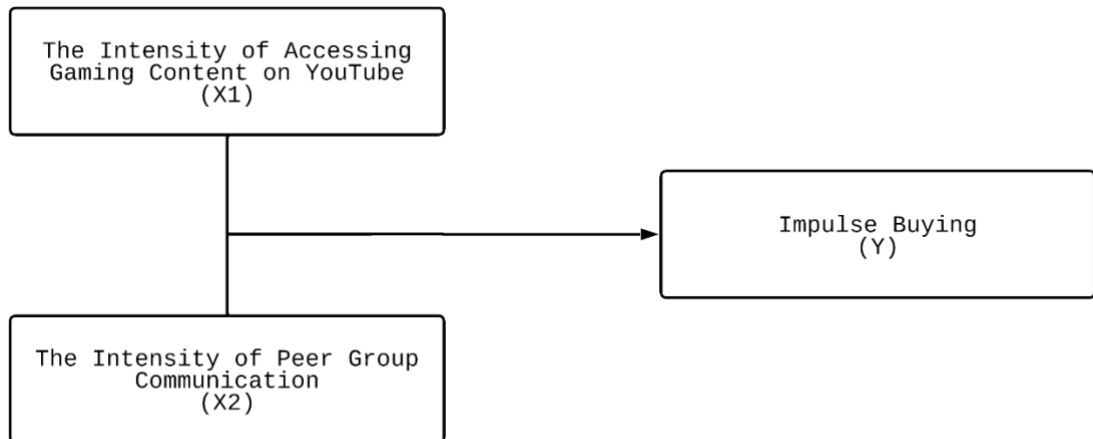


Figure 1.6-1
Hypotheses Diagram

H₀: There is no influence of the intensity of accessing gaming content on YouTube and peer group communication on the impulse buying of elementary school students in buying virtual items for online games.

H_a: There is an influence of the intensity of accessing gaming content on YouTube and peer group communication on the impulse buying of elementary school students in buying virtual items for online games.

1.7 Conceptual Definitions

1.7.1 The Intensity of Accessing YouTube

The intensity of accessing YouTube can be interpreted as a measure of time and frequency, the level of concentration of individuals in using and relating to the gaming content on YouTube

1.7.2 The Intensity of Peer Group Communication

Communication activities that are repeated or carried out more than once with a social group that contains a person or several people who are considered important in it, to establish a close relationship between the first person or its group of friends.

1.7.3 Impulse Buying

Impulse buying can be interpreted as a sudden urge to buy something without considering the consequences afterward, in this study, it means that unplanned purchases on online games virtual items.

1.8 Operational Definitions

1.8.1 The Intensity of Accessing YouTube

The intensity of accessing YouTube can be operationalized using the following indicators:

1. Attention when accessing YouTube, the attention a person is giving when watching gaming content on YouTube.
2. Duration in accessing YouTube, the duration spent on accessing gaming content on YouTube.
3. Frequency of accessing YouTube, the frequency of accessing gaming content on YouTube.

1.8.2 The Intensity of Peer Group Communication

Communication Intensity in peer groups can be operationalized using the following indicators:

1. Frequency, means the level of frequency or frequency in communicating, namely the level of frequency of children with their peer group when carrying out communication activities.
2. Duration, which is length of time or span of time used when carrying out communication activities.
3. The level of attention given when communicating, is defined as the focus devoted by the children of communication on the basis of communication
4. The extent to which the message communicates & the number of people with whom it communicates, is how the level of breadth of messages when communicating means the variety of topics and messages that are discussed when communicating and the number of people invited to communicate is related to the quantity or number of people invited to communicate at the time.

1.8.3 Impulse Buying

Impulse Buying can be measured by the following indicators:

1. The frequency of unplanned purchases, means how frequent the respondents make purchases based on a sudden urge to buy in-game items
2. The level of excitement and stimulation, which the level of respondents' sudden urge to buy is often accompanied by emotions that are characterized as "exciting" or "thrilling"

3. The frequency of on-the-spot judgments, means how often the respondents make purchases by a quick judgments which was done at the time regardless of the consequences
4. The frequency of the impulse purchases that contain cognitive and/or emotional consumer's reaction

1.9 Research Method

1.9.1 Research Type

In order to determine whether the relationship between variables and the object of study is more causal, this study employs quantitative research. Therefore, there are independent and dependent variables in this study. The relationship between the independent variable and the dependent variable is then found from these variables (Sugiyono, 2009: 11). The type of research approach used is an explanatory approach, namely connecting different but interrelated patterns (Prasetyo and Jannah, 2008: 43).

1.9.2 Population

The population in this study were elementary school students aged 9-12 years in SD Santo Mikael Jakarta and accessing gaming content on YouTube and playing online video games. This category of age was chosen because 21% of game players in Indonesia are children aged 10-20 years (Fauzi, 2020).

1.9.3 Sampling

1.9.3.1 Sampling Technique

This study used a sampling technique called convenience sampling, which is a sampling method in which samples are selected based on the availability, convenience, and accessibility of individuals or sample units. In convenient

sampling, the researcher selects the most accessible or available sample without resorting to random procedures or trying to represent the population as a whole. The school that has been chosen using this technique is SD Santo Mikael in Jakarta Pusat. After the school is chosen, the researcher approached the school and asked for permission to do research. Because the respondents are children under 16, the permissions from principal are required to gain access and consent.

1.9.3.2 Sample Size

According to Roscoe's guidelines (1975), a research sample size should be greater than 30 and fewer than 500 (Sekaran & Bougie, 2016). The population size in the study is 200 and to find out the sample size, the researcher used Morgan Table with the maximum error rate is 5%. According to Morgan Table, if the population is 200 and the margin error rate is 5%, then the sample can be 132 (Sekaran, 2006).

1.9.4 Type and Source of Data

The data collected in this study is numerical data (quantitative) through tables and descriptive explanations. The data in this study were obtained from primary data, namely data obtained from the first data source in the field such as data from the object of research, the results of filling out questionnaires, interviews and observations (Kriyantono, 2006:43). In addition, research data is also taken from secondary data, namely data obtained from a second source or secondary sources. This data is complementary to primary data (Kriyantono, 2006:44).

1.9.5 Research Instrument and Data Collection Techniques

The instrument used in this research for collecting data is questionnaires. Questionnaire is a set of questions related to the variables and systematically compiled. In the process of collecting data, considering the respondents in this research are elementary school children, the researcher interviewed respondents for each question in the questionnaire. The data gathering process has been under the class teacher's supervisory and has obtained the approval of the parents.

1.9.6 Data Processing

1.9.6.1 Editing

This involves reviewing the questions that the data collectors have submitted in their list. The goal of editing is to as much as possible eliminate mistakes or omissions from the list of questions that have been answered (Narbuko, 2005: 153).

1.9.6.2 Coding

Data categorization and sorting are done by coding. The use of codes as shorthand for labeling, separating, compiling, and organizing data follows (Charmaz, 1983).

1.9.6.3 Tabulation

Tabulation is the process of putting data in tabular form, by constructing tables with data in them that correspond to the requirements of the study. All of the data to be evaluated has been summarized in the tabulation table.

1.9.6.4 Data Analysis Technique

The data analysis used to determine the effect of the Intensity of Accessing Gaming Content on YouTube (X1) and Peer Group Communication (X2) on the

Impulse Buying of Online Game Virtual Items among Elementary School Children (Y) is a multiple linear regression with the assistance of SPSS program. Multiple linear regression analysis is an analysis to determine the effect of more than one independent variables on one dependent variable.