

Exploring the BTS Fandom Attributes and Different Factors Responsible For Cultural and Spending Behavior of Fans

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#KpopTwitter achieves new record of 6.7 billion Tweets globally in 2020



K-POP

What is

케이팝

Introduction to BTS

- 7-member, South Korean boy group that debuted on June 2013
- The Korean name ‘Bang-Tan Sonyeondan’ translates to “Bulletproof Boy Scouts.”, which signifies the desire to block out stereotypes, criticisms, and expectations that are aimed at adolescents like bullets.



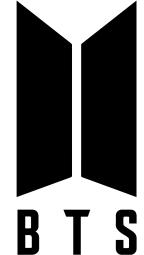
billboard

HOT 100

SONG ARTIST

1	Dynamite	BTS
2	WAP	Cardi B ft. Megan Thee Stallion
3	Laugh Now Cry Later	Drake ft. Lil Durk
4	Rockstar	DaBaby ft. Roddy Ricch
5	Blinding Lights	The Weeknd

chart dated Sept. 12, 2020





2020 Most Tweeted About People Worldwide



Source: Twitter. Mentions of name and Twitter account (where applicable). Ranked by number of unique authors, Jan. 1 to Nov. 15, 2020.

#ThisHappened 



2020 most Tweeted about musicians in the US



#ThisHappened 

#KpopTwitter 2020

Top 10 most mentioned K-pop artists in the world

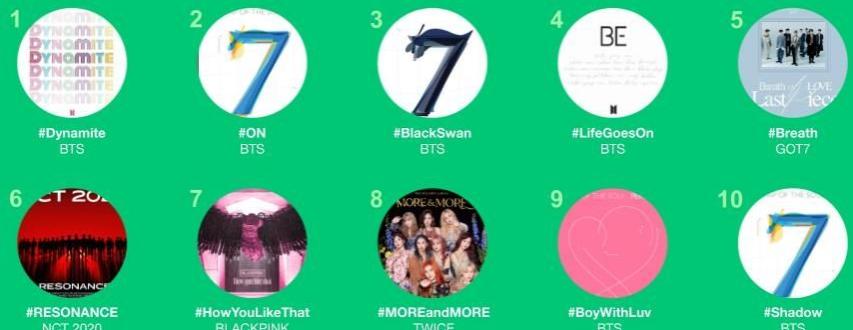


Methodology: Number of Artist mentions | Counting period: 2020.01.01 ~ 2020.12.31 | Source: Twitter



#KpopTwitter 2020

Top 10 most mentioned K-pop songs in the world



Methodology: Number of Song name and Artist mentions | Counting period: 2020.01.01 ~ 2020.12.31 | Source: Twitter



Introduction to Army

- BTS's official fandom name.
- They've contributed to making the group one of the biggest boy bands in the world



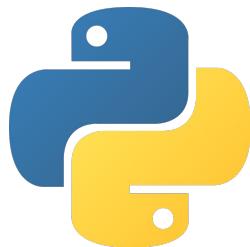
Research Questions

1. Is it possible to identify features that predict K-pop fan's likelihood of becoming a BTS fan (or Army)?
2. If this is the case, which factors account for their propensity to spend money on K-pop merchandise?



Method

- K-pop data on FigShare
- Performed exploratory data analysis, frequency analysis and regression analysis using Python, SPSS, Tableau



General Findings



Students and Gen Z



BTS is by far their most favorite group



Listening to K-pop helped reduce stress, anxiety and depression



Younger fans made friends through K-pop



Older fans are made fun of for liking K-pop



Most fans like both male and female groups

Is it possible to identify features that predict one's likelihood of becoming a BTS fan (or Army)?

- K-pop fans who value music as a whole more than anything else is 33.3 percent more likely to be a fan of BTS
- K-pop fans who use Reddit, Tumblr and other social media platforms are 29.6 times more likely to be a fan of BTS
- A fan who made new friends through K-pop is 34.4 percent more likely to be a fan of BTS

Insight:

Lyrical messages from BTS songs encourage listeners to love and embrace themselves irrespective of their identities. This type of empowering message is more likely to have BTS fans to stick together



Even if the sandy ocean floor splits into two
Even if someone shakes up this world
Never let go of my hand
Please don't wake up from this dream

Take my hands now
You are the cause of my euphoria

-Euphoria (BTS)



Which factors account for fans propensity to spend money on K-pop merchandise?

- One year increase in exposure to K-pop music leads to \$12.20 more dollars of yearly spending on merchandise
- One hour increase in exposure to K-pop music video leads to \$11 more dollars yearly spent on merchandise
- Fans who are exposed to K-pop in social media platforms apart from YouTube are more likely to spend more
- Fans are more likely to spend more money on merchandise goods when they attend K-pop concerts

Insight:

Overly obsessed fans are more likely to go into less well-known social media platforms such as Tumblr and Reddit and are more likely to spend more on the merchandise goods



A screenshot of a Tumblr post. The post features a photo of a person with short brown hair. The text on the post reads: "It's my first time being an interviewer, so I've been looking". Below the photo, it says "Posted by" followed by a small profile picture. At the bottom of the post, there is a "#BTS" tag, the follower count "1M followers / 928 recent posts", and a blue "Follow" button.

A screenshot of a Twitter post from the account @btchartsdata. The post contains the text: "210323 BTS's "We Are Bulletproof: The Eternal" has surpassed 100 million streams on Spotify, their 56th song to achieve this!". It includes a link to twitter.com/btcharts... and a small image of a digital card that says "100million". The post has 9.9K likes, 3.3K retweets, and a "Share this Tweet" button. At the bottom, there are comments and save options.

THANK YOU

HAPPY ANNIVERSARY 4 YEARS BTS

