

### Social Effect of Hypebeast Lifestyle and Rural Youth Behavior

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#### Abstract:

The hypebeast lifestyle is the trend of today's youth and this lifestyle is not only happening in urban areas but also in rural areas. This study aimed to analyze the reasons why young people in rural areas hold the hypebeast lifestyle and the social consequences caused by the hypebeast lifestyle in rural areas. The methodology in this study used a qualitative approach with a multiple case study design. The research location is in Bulukumba district, South Sulawesi province of Indonesia. The data were collected using the participant observation, in-depth interviews, and a literature study. The data analysis used the three-step technique: data categorization, data reduction, data presentation, and conclusion. The reasons why youth hold the hypebeast lifestyle are: (a) increasing self-confidence, (b) gaining respect from others, (c) different social status, (d) being not belittled, and (e) gaining many friends. The social consequences are: (a) consumptive and hedonistic behavior, (b) social deviation, (c) criminal behavior, (d) extravagant behavior, (e) business opportunities. The results of this study can be applied in the field of social psychology to identify the behavior of young people specifically related to social deviance, normal or abnormal behavior. In addition, the research results can be applied to the study of cultural sociology, which is useful for identifying local cultural reinforcement to filter the social consequences of the hypebeast lifestyle. The originality or novelty of this research is providing insights to the younger generation about the negative impact of other cultures on their behavior, strengthening their awareness about the negative impact of new lifestyles, whether it fits our culture or not, making them select it and then realize that each region has a different and unique culture.

**Keywords:** hypebeast lifestyle, social effect, rural area, urban area, youth, behavior.

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## 炒作野兽生活方式和农村青少年行为的社会影响

### 摘要:

炒作野兽生活方式是当年轻人们的潮流，这种生活方式不仅发生在城市地区，也发生在农村地区。本研究旨在分析农村年轻人持有炒作生活方式的原因以及农村年轻人炒作生活方式造成的社会后果。本研究的方法采用定性方法和多个案例研究设计。研究地点位于印度尼西亚南苏拉威西省布卢库姆巴区。通过参与观察、深度访谈和文献研究收集数据。数据分析采用三步技术：数据分类、数据缩减、数据呈现和结论。年轻人拥有炒作野兽生活方式的原因是：(a) 增加自信心，(b) 获得他人的尊重，(c) 不同的社会地位，(d) 不被贬低，以及(e) 获得很多朋友。其社会后果是：(a) 消费享乐行为，(b) 社会偏差，(c) 犯罪行为，(d) 奢侈行为，(e) 商业机会。这项研究的结果可以应用于社会心理学领域，以识别与社会越轨、正常或异常行为特别相关的年轻人的行为。此外，研究结果还可以应用于文化社会学的研究，这有助于识别当地的文化强化，以过滤炒作生活方式的社会后果。这项研究的原创性或新颖之处在于，让年轻一代了解其他文化对其行为的负面影响，加强他们对新生活方式的负面影响的认知，无论它是否适合我们的文化，让他们选择它，然后认识到每个地区都有不同的、独特的文化。

**关键词:** 炒作野兽生活方式、社会影响、农村地区、城市地区、青年、行为。

### 1. Introduction

"Hypebeast" lifestyle is the tendency of someone who wants to follow expensive or luxurious fashion trends that are being used by many people. The hypebeasts are very fancy in dressing because they usually use various fashion items from famous brands at high prices such as Gucci, Fendi, Supreme, Off-White, and Balenciaga (Anggraini & Santhoso, 2017). They display it all as their signature and a hallmark of modern global culture. Hypebeast has transformed into a world culture and has communities worldwide. Famous big cities such as Paris, Brooklyn, Milan, London, Berlin, Hong Kong, Tokyo, Los Angeles, and Singapore are places where these communities are located (GetYourGuide, 2019). Besides that, its existence can also be known through social media such as Instagram, Facebook, YouTube, and TikTok.

One of the major influences today is fashion (Trisnawaty, 2011). The development of fashion or style of dress is becoming very massive and fast. This is due to the rapid fashion trends that are mushrooming in the world, which can be easily accessed through communication tools. Changes in clothing styles according to developing trends can be easily found in the community. This phenomenon is growing all over the world and they are called hypebeasts or people who always appear trending and according to developments (Putri, 2018; Ayuningtias & Adhitya, 2021).

This hypebeast phenomenon is an example of the influence of lifestyle with the target of targeting young people as the main consumers. This phenomenon promotes the emergence of conspicuous consumption in which young people are 'hypnotized' into consuming high-end brands and luxury goods to feel included and increase their social status (Sundström et al., 2019; Asprilla & Hami, 2021). They spend millions and even tens of millions of rupiah to buy famous streetwear fashion items. The reasons a consumer buys a product

are not only basic needs but also lifestyle fulfillment. Each individual has a personality that is perceived as a particular person with certain traits, habits, ownership of goods, relationships, and ways of behaving. Self-perception is closely related to personality, where consumers often try to maintain, improve, change, or expand their self-perception by buying products from a company or store that they think has a personality that matches them, and tend to avoid products from companies or stores that do not match their personalities, not least for developing a lifestyle, which is then followed by most youth who want to look fashionable. With the media, people equate their way of dressing to what their idols wear.

Socially, hypebeast is closely related to social status and lifestyle. Lifestyle is related to communication patterns that reflect the choice of one's identity that is displayed. Therefore, it certainly requires a large allocation of funds. Fashion as self-expression and communication from the wearer has implications for the use of fashion concerning how people communicate values, status, personality, identity, and feelings of others (Benedicta & Paramita, 2022). Only by wearing these fantastic types of brands, other people will judge their personality and self-image (Zeitune, 2021). Danesi (2010) states that fashion belongs only to the rich and powerful individuals who pay attention to their dress style. However, as the social class system developed, the entire population began to compete for positions in society. Fashion is one of the means to do this. This phenomenon is shown by the Chinese singer in Medan who has a formal and glamorous fashion. In weddings and large events held in exclusive places, such as halls, ballrooms, hotels, and restaurants where the stage is large with luxurious decorations so that their fashion must represent the luxury of the event's theme. They still prioritize buying goods from universal brands representing expensive brands (high fashion). Those

who use this brand usually look for pride, glamor, and of course, the best quality of a clothing product, and Chinese singers use it as a communication of membership to a group of elite or upper-class social status (Yanda, 2018). Often, the social status of fashionistas is judged by the brand of shoes, bags, clothes, or whatever they use (Han et al., 2010). The fashion world is indirectly encouraging fashionistas to look more luxurious and of course classier and providing a platform to show their tastes. An example is Sneakerheads who exhibit a clear sense of group identity related to motivation, behavior, and brand identity within the Sneakerhead community. Sneakerheads also define Sneakerhead lifestyles and explain their unique behaviors and practices within the culture (Adhitya et al., 2019; Matthews et al., 2021).

Hypebeasts have a big impact on perpetrators, especially youth. They often shop without consideration because they are tempted by the desire to follow current trends and do not realize that the goods purchased are not actual needs known as consumptive behavior (Widjaja et al., 2019; Korry & Suartini, 2019; Liao, 2021). Consumptive behavior is the act of individuals who are directly involved in obtaining and using economic services, including the decision-making process that precedes and determines these actions (Olli, 1985). Youth like consumptive behavior to fulfill their desire to form the expected social identity (Nugraha, 2019; Subawa et al., 2020). Starting from the attributes of the head to the feet, everything is considered for the sake of the social identity to be obtained (Han et al., 2010). This phenomenon is related to a trait called hedonism, which argues that the right thing to do is to produce the greatest amount of happiness and the least amount of pain, youth should buy things that bring pleasure but have little or no need in life (Weijers, 2012). Hedonic value refers to the 'sense of pleasure' associated with shopping (Kaul, 2007; Kazakeviciute & Banyte, 2012). In rural areas where people have a transitional culture from agrarian to urban culture such as Bulukumba district, the phenomenon of the hypebeast trend is not yet familiar. If someone behaves like a hypebeast, they are considered to have much money, to be rich, or from an urban area.

Research on hypebeast lifestyle has been carried out by several researchers. For example, Tin (2019) explains that hypebeasts are young people who are addicted to the latest fashion brands. They take the way of dress as their identity, which they believe will be superior to others. With the internet, hypebeast culture is also being assimilated with Myanmar's youth, hypebeasts in clubs, festivals, malls, streets, or everywhere in their latest outfits that showcase their identity. They have found themselves to be a subcultural group that consumes high-end products. They have many followers on Instagram, and their stylish photos gain many likes and comments on social media. Many of them have become influencers and inspirations for those who want to be hypebeasts who

just buy outlets or fakes. now there is no difference between the fashion concept of Myanmar's youth and those from developed countries. Suraya and Febrina (2021) show that fashion streetwear gives the millennials a certain feeling of Semarang, so they are much in demand because it is a form of self-appreciation, and through this mode, it can shape one's identity. Ikhsano et al. (2021) show that young people in Jakarta consume more signs or symbols in the image of a brand and are also more concerned with social status than the use value of an item that is very relevant to the thinking of Jean Baudrillard. These three studies examine hypebeasts in urban communities that are familiar with and support such behavior, while this study focuses on rural areas where the hypebeast lifestyle is not yet familiar. Therefore, the urgency of this research is related to the youth hypebeast lifestyle in rural areas and the focus of this research will be to answer the following questions: (1) why do youths in rural areas behave in a hypebeast lifestyle?; (2) what are the social effects of the hypebeast lifestyle on youth in rural areas? The contribution of this research is an added insight for parents educating children to avoid the dangers of the hypebeast lifestyle and enhanced awareness of the consumptive behavior and hedonism that the hypebeast lifestyle causes.

## 2. Literature Review

### 2.1. Consumptive and Hedonistic Behavior

The philosopher Epicurus (341-279 BC) popularized the concept of hedonism, which holds that pleasure and material happiness are the most important goals in life. Cahyono (2016) and Burhanuddin (2018) define hedonism as the belief that something is valuable because it provides pleasure.

The theory of consumptive behavior postulates that individual behavior is influenced by sociological factors in their lives, which compel them to consume excessively or wastefully toward goods and services that are lacking or unnecessary (Fransisca & Erdiansyah, 2020).

The term "consumptive lifestyle" refers to a collection of distinct behaviors displayed by a group of people or community who share similar ideals and ways of life. The lifestyle that arises throughout society reflects the ideals shared by the community. A program or instrument is required to measure the lifestyle of a group of people. Brivio et al. (2023) defined the lifestyle as an individual's manifestation of their activities, interests, and opinions in the world. The study of observable behaviors is central to behaviorism (Myers et al., 2020; Murizal, 2022; Rahmawati, 2022). According to this idea, the input in the form of a stimulus and the output in the form of a response are crucial. The behaviorist school likewise considers reinforcement an important aspect.

### 2.2. Lifestyle Trends

Lifestyle is an art that is cultivated by everyone.

According to Burhanuddin (2018), lifestyle is the daily behavior pattern of a group of people in society. In terms of economics, lifestyle is a person's behavior in spending their money and how they allocate their time. Lifestyle is a description of behavior, patterns, and ways of life that show a person's activities, interests, and what they think about themselves so that they distinguish their status from that of other people and the environment through the social symbols they have.

Lifestyle is closely related to the times and technology. Lifestyle is an attempt to make oneself exist in a certain way and be different from other groups. Based on their experiences compared with social reality, individuals choose which set of actions and appearances they think are appropriate and which are not appropriate to display in the social space.

### 3. Research Method

This study uses a qualitative design with multiple case studies (Cresswell, 2013). This study purposively used 15 informants who knew much about hypebeasts (Bungin, 2000; Suyatno, 2015). The informants have the following criteria: (i) age of 16-18; (ii) living in rural areas or research locations; (iii) 1 year of interest in hypebeast trends. They were interviewed about hypebeasts and their behavioral changes and social effects. The data were analyzed using a three-step analysis: reduction, categorization, and conclusion (Miles & Huberman, 2000).

The research location is Bulukumba district, and the distance to Makassar as the capital of the province of South Sulawesi is around 164,22 km or 101,82 miles and can be traveled in 4 h. This area is located at the easternmost tip of South Sulawesi.



Figure 1. The map of Bulukumba District (Naufal, 2016; The authors' elaboration)

## 4. Results

### 4.1. Reasons Why Youth Hold the Hypebeast Lifestyle

#### 4.1.1. Following the Newest Models

The reality of modern life with technology makes human activities easier. Youth who were born in the midst of modern technological advances live this life with technology. Thus, they are accustomed to depending on modern technology for their lives. Without technology that pampers them, young people will not live their lives to the fullest.

Following the development of modern technology is not only the "modern" variable but also following and living "fashion". Through fashion that is unique and always changing, they feel the trend of lifestyle and according to the times, they feel.

Their measure of being out of date with nothing is fashion. What they show through their clothes shows whether they are advanced or not. So through fashion, they follow the times, which are shown through the social media they have and the assessment is in the eyes of the local public.

#### 4.1.2. Self-Confidence

Adolescents have the perception that following such a lifestyle will give them self-confidence. They believe that when the item has a high price then, of course, the item has good quality both in terms of clothes, shoes, cell phones, and other accessories.

#### 4.1.3. Other People's Appreciation

This is related to the ethics and appropriateness of appearance. In principle, having a polite and good appearance will increase the youth hypebeast value in the eyes of others because they feel appreciated, especially if the clothes are a trend and the public knows them.

Appreciation shows human beings, and often, the award arises because the human has shown something that deserves respect. Likewise, branded clothes are often an indicator of someone being appreciated as a branded hypebeast.

#### 4.1.4. Different Social Status

Apart from simply following the fashion trends that are trending, youth certainly have their own experience in following the current lifestyle, they assume that wearing the same items as their friends will cut their social status. They judged that the difference in social status would be invisible if their lifestyles were the same, especially in using items that were being hypebeast. This is what the informant had said during an interview.

Social status based on the interview above means a person's social position in the community, and they are treated according to their social position. For the hypebeast community, the branded clothes worn can influence other people to treat them as with high social status even though they are ordinary people.

#### 4.1.5. Being Not Belittled

Many people disrespect each other just because the clothes are not branded. Conflicts between individuals also occur due to clothing. People disrespect other people too because of clothes. That is the reality in rural areas, especially the research sites.

It can be concluded from the results of the interviews above that an initial impression determines a person's treatment. Indeed, underestimating people is not a commendable character, but sometimes someone's appearance causes them to be underestimated or appreciated, so it is important to improve their appearance so that people do not underestimate us.

#### 4.1.6. Many Friends

The tendency to own branded goods is not only carried out by one or two people but also by several people, and in the end, more and more people give birth to an association. This phenomenon occurs naturally when people who share the same idea gather in one association. In it, these people will exchange ideas and perform activities while attracting new members.

From the interviews with several informants with available data, the researchers see that the youth follow the hypebeast lifestyle because of the perception that following a trending lifestyle can make them more confident so that they are not easily underestimated and cut their feelings in social status. In addition, youth believe that when the goods have a high price, the quality will also be good. The reason for keeping up with the times and science and technology certainly affects the lifestyle behavior they follow and does not want to be left behind by people in the city, especially with the information that they can easily access at any time such as on social media.

Table 1. Reasons why the youth hold the hypebeast lifestyle (The authors' elaboration, 2023)

No.	Youth Reasons
1	Following the newest models
2	Self-confidence
3	Other people's appreciation
4	Different social status
5	Being not belittled
6	Many friends

## 4.2. Social Consequences of the Hypebeast Lifestyle

### 4.2.1. Consumptive and Hedonistic Behavior

Youth often spend their money in pursuit of trending fashion, starting from clothes, pants, shoes, sandals, and other accessories. If it is corrected, it will only make them more consumptive and wasteful.

Youth often get reprimands from family and society for their consumptive behavior. However, it does not affect them because youth think this is their lifestyle as

long as they do not ask other people for money.

### 4.2.2. Social Deviation

The impact behavior of youth who always follow the lifestyle of this hypebeast trend may make them make social deviations that are troubling their families. Social deviance, such as selling their parents' belongings at home, some have even fallen into the trap of drugs and it is difficult for them to escape from these actions. When youth want something they sometimes forget that there is a very serious impact when trying to follow their desires.

### 4.2.3. Criminal Behavior

Youth desires are indeed very difficult to control, they sometimes do the deviant to gain something they want. One of the youth in his confession was even more astonished by the researchers because the teenager was willing to do bad jobs to earn money, such as peddling/selling his female friends to johns.

### 4.2.4. Extravagant Behavior

The behavior of wasteful youth who only think about how their desires can be fulfilled puts them in a financial crisis because they are wasteful and do not want to save when they are given money by their parents or by the people around them.

### 4.2.5. Taking Advantage of Business Opportunities

Many young people are smart and creative in seeing opportunities that they can take advantage of for financial gain. Some young hypebeasts are not only consumers but also run their businesses. The way they open a business to increase their income is by selling the clothes they buy again.

Table 2. Social consequences of the hypebeast lifestyle (The authors' elaboration, 2023)

No.	Social Consequences
1	Consumptive and hedonistic behavior
2	Social deviation
3	Criminal behavior
4	Extravagant behavior
5	Taking advantage of business opportunities

## 5. Discussion

Adolescence is the age of searching for self-identity, the age of having fun, wanting to try everything, full of curiosity, and the age of fulfilling desires and satisfaction. They also want to stand out, want to be known for their strengths, don't want to be underestimated, like to be flattered, and maintain their self-image or image toward others. The presence of social media makes the youth get a place. Social media is a channel for fulfilling the desires of young people. Their identity as hypebeasts became known everywhere. Social media introduces them to the

outside world about who they are, what they wear every day, what they like, what their associations are, who their friends are, what they buy, and the like.

The youth hypebeast lifestyle is a life choice that makes them recognize the upper-class lifestyle. The hypebeast lifestyle leads them to get acquainted with high taste and even fulfill that desire. The hypebeast lifestyle makes them have an appearance different from that of the others, not want to be underestimated by their family and society, more confident, and find new identities that are more easily accepted in the public. Therefore, for Kotler, lifestyle describes the whole person who interacts with his environment. This means that lifestyle is a combination of a person's mindset and expression that stands out and distinguishes one person from another that still makes sense in a certain context (Pamungkas, 2019). Lifestyle is a person's way of describing the whole self in interacting with the environment, this picture is a combination of self-expression needs and group expectations of someone in acting based on applicable norms. This behavior is a product produced as a result of progress in various fields through human creativity, taste, and initiative (Ismuzzakky, 2020).

The development of technology and the internet in rural areas causes youth to want to find fulfillment in their desires. The youth of Bulukumba district know hypebeasts from social media. Youth saw a lot in the media about fashions that were trending or booming and then seen as hyperreality as explained by Baudrillard (2018) that in the development of technology people will see where they think everything is more real than reality and falsehood is considered truer than truth. This means that people, especially youth, sometimes believe more in issues than information, and rumors (stories by word of mouth, seen from the media) are considered more true than the final truth, where people can no longer distinguish between truth and falsehood and between issues and reality (Mahyudin & Sulvinajayanti, 2022). As a result, the hypebeasts gave birth to consumptive behavior and hedonism. For youth in Bulukumba district, consumptive behavior and hedonism create social problems for the family, for other people, and the youth themselves. In general, the Hypebeast causes a violation of the norms and culture of the local community. There are cases where youth are hypebeasts but use it to raise similar businesses and take advantage of local potential and resources (Imami, 2022).

Hypebeast and the like will be a part of that change and what we can do is prepare the youth and strengthen their awareness about the negative effects of western culture on the values and norms of the local community so that the local community is more ready to accept the new culture that enters them. Western culture is not to be avoided but to be selected for factors that have negative and positive impacts on the culture of society.

## 6. Conclusion

Based on the results of the analysis in this study, it

can be concluded as follows:

1. *The main findings of this study:* The hypebeast lifestyle of the youth in rural areas is as follows: (i) increased self-confidence; (ii) awards from others; (iii) good social status in the eyes of others; (iv) being not belittled or taken lightly because the clothes are branded; (v) many friends are approaching because of the high-class appearance. The hypebeast lifestyle has social consequences, such as: (i) giving birth to consumptive and hedonistic behavior; (ii) social deviation; (iii) criminal behavior; (iv) wasteful behavior.

2. *Comparison with other studies:* Other research and this study found the same thing, namely, hypebeast lifestyle has the effect on social status, increasing children's confidence and others, but this study also found deviant behavior in rural youth in the form of stealing, cheating, lying to parents in order to buy hypebeast goods.

3. The results of this study have implications that youth should realize that hypebeast lifestyle is a global phenomenon, and it is necessary to anticipate the social consequences to the young generation.

4. *Strengths and recommendation:* As a qualitative study, this research has a depth of data that makes it possible to conduct further research in a wider area.

## 7. Limitations and Further Study

This research has limitations in the application to all young people and research location. There is still a need for research in a wider area and larger rural scope, especially using mixed methods.

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## Authors' Contributions

Conceptualization, A.M.I. and H.H.; methodology, A.M.I., H.H., and H.H.; software, F.A. and R.Z.; formal analysis, A.M.I., H.H., and F.A.; data curation, H.H. and R.Z.; writing - original draft preparation, F.A. and A.M.I.; writing - review and editing, H.H., A.M.I., and R.Z.; supervision, H.H. and F.A. All authors have read and agreed to the published version of the manuscript.

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