
The Relationship Between Lifestyle and Conformity With Consumption Behavior in Adolescents

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Abstract

Excessive shopping activities lead to consumptive behavior, the cause of consumptive behavior due to the environment and high lifestyle that encourage someone to look luxurious. This study aims to determine the relationship between Lifestyle and Conformity with Consumptive Behavior in Adolescents. The research hypotheses are: (1) There is a relationship between Lifestyle and Conformity with Consumptive Behavior in Adolescents; (2) There is a positive relationship between Lifestyle and Consumptive Behavior in Adolescents; (3) There is a positive relationship between conformity and consumer behavior in adolescents. The research method uses quantitative methods with Consumptive Behavior as the dependent variable, the independent variables are Lifestyle and Conformity. The research population of the Surakarta City community with a sample of 100 respondents was determined by purposive quota sampling technique. The data analysis technique used multiple linear regression. The results of the analysis of Lifestyle and Conformity with Consumptive Behavior in Adolescents ($R=0.847$ sig. $p=0.000(p<0.01)$) there is a very significant relationship between Lifestyle and Conformity with Behavior in Adolescents, Lifestyle and Consumptive Behavior ($r = 0.843$ sig. $p=0.000(p<0.01)$) there is a very significant positive relationship between Lifestyle and Consumptive Behavior in Adolescents, Conformity with Consumptive Behavior ($r=0.461$ sig. $p=0.000(p<0.01)$) there is a very significant positive relationship between conformity with Consumptive Behavior in Adolescents. Accuracy in groups and administration.

Keyword : *consumptive behavior; lifestyle; concormity*

Introduction

Humans are economic creatures that cannot be separated from economic activities such as shopping, consumption, production and others. Human pleasure to buy and consume makes them behave extravagantly, especially in teenagers

because at this age is the stage towards maturity. If someone purchases excessively and exceeds basic needs, it can be said as consumptive behavior.

In a Commonwealth Bank survey, Indonesian people use the internet as many as 202 million people, with 98% using a mobile phone or mobile phone. The applications that teenagers often use are social media applications and shopping applications. Recent research on the behavior of young Indonesians has found that, on average, they belong to the consumptive group and have difficulty saving, which eventually leads to extravagant behavior (Salbiah, 2021). For example, obtained from a national seminar about 3 out of 5 residents from five sub-districts in Surakarta City, Jebres and Kliwon Market are included in the irrational consumptive group (Kuniarti, Rahman, & Trinugraha, 2021). Based on a survey from the independent research institute Provetic, it was found that 38% of the 7,757 subjects who made shopping transactions still used money given by their parents, 41% of the 7,809 teenagers bought tickets for their idol concerts and went on trips by saving money (Pulungan & Febriaty, 2018)

Consumptive behavior can occur when someone buys an item beyond their needs. This behavior is not motivated by a rational mind and eventually causes difficulties in making smart decisions in meeting daily needs. If a person cannot make intelligent decisions, he tends to have an excessive lifestyle so that he shows consumptive behavior. One of the factors of consumptive behavior is conformity. The influence of the social environment can result in changes in adolescent behavior, adolescents will behave according to their group starting from choosing friends, dressing up to exist so that they can be like their friends and be accepted in the group (Khairat & Yusri 2018; Pohan & Jufrizen 2021).

Consumptive behavior is a process of self-control over the behavior of buying goods or services in large quantities irrationally or excessively for the sake of mere desire without considering the price with the aim of maintaining appearance and prestige with the characteristics (1) Shopping solely to maintain status and self-image ; (2) argues that high-priced goods can increase self-confidence; (3) To attract the attention of others (Yuniarti 2015; Hamilton, Dennis & Baker 2005; Mowen & Minor 2002). Aspects of consumptive behavior consist

of (1) Impulsivity where someone shows action in buying something without thinking about the consequences; (2) Irrational buying is an act of buying that is not according to needs and to be recognized as modern by others; (3) Waste is the behavior of wasting funds and buying something more than what is needed (Lina & F. Rosyid 1997; Engel, Blackwell & Miniard 1994; Salomon 1996). Consumptive behavior factors include (1) cultural factors, where in this culture there are social classes such as values, interests and lifestyles; (2) social factors, influenced by the group that is used as a role model, family and role or status; (3) Personal factors, in which age, self-concept, lifestyle, work, and personality are very influential in increasing consumptive behavior; (4) Psychological factors, which contain consumer attitudes, motivations, and consumer perceptions (Kotler 2000; Yuniarti 2015; Mowen & Minor 2002).

Lifestyle is the way a person carries out his activities to seek the pleasures of life, spending time according to interests, habits and opinions (Sumarwan 2004; Setiadi 2010; Lamb, Hair & McDaniel 2001). Aspects of lifestyle, namely (1) interest in luxury objects, fashion, the center of attention, food and gathering places; (2) activities in which a person engages in daily activities such as spending time outside the home, going shopping, etc.; (3) opinion which is a person's response or opinion about what is seen related to life (Setiadi 2010; Plummer 1983; Engel, Blackwell & Miniard 1994). Lifestyle factors consist of internal (inside) and external (external) factors. These internal factors consist of observations, attitudes, self-concept, personality, motives, perceptions and experiences. Meanwhile, external factors consist of social class, family, culture and reference groups (Kotler & Armstrong 2016; Ancok 1955; Sumarwan 2004)

Conformity is an individual's tendency to make changes in one's behavior and beliefs in accordance with the behavior of others or behavioral benchmarks determined by the group (Myers 2012; Baron & Byrne 2005). Aspects of conformity, namely (1) normative social effects (need to be right); (2) Informational social effects (need to be liked) (Baron & Byrne 2005; Sarwono 2002; Freedman & Peplau 1991) Conformity factors are (1) group cohesiveness;

(2) Trust in the group; (3) group agreement; (4) Group uniformity; (5) Group size (Sears, Freedman & Peplau 1991; Baron & Byrne 2005; Myers 1982)

Research on the relationship between lifestyle and consumptive behavior has previously been conducted by Pulungan & Febriaty (2018) on students who showed a positive relationship between lifestyle and consumptive behavior. If the lifestyle is high, the consumptive behavior is higher, otherwise if the lifestyle is low, the consumptive behavior will be lower. A similar study was also conducted by Wahyuni et al., (2019) on housewives in the city of Padang showing a positive relationship between lifestyle and consumptive behavior in housewives in the city of Padang. The results of research conducted by Sari (2019) on early adulthood showed a positive relationship between lifestyle and consumptive behavior. If the lifestyle is high, the consumptive behavior is higher, and vice versa.

Triningtyas & Margawati's research (2019) that conformity affects consumptive behavior, there is a conformity with consumptive behavior resulting from the social environment that brings an atmosphere of competition that has more influence on teenagers. Research conducted by Pratama (2018) on Liverpool club supporters shows a positive relationship between conformity and consumptive behavior. The higher the conformity, the higher the consumptive behavior of Liverpool club supporters, as well as the cause. The results of other studies also describe a positive relationship between conformity and consumptive behavior. (Khrishananto & Adriansyah, 2021)

Based on the description that has been presented above, the researcher formulates the problem in this study, namely "Is there a relationship between lifestyle and conformity with consumptive behavior in adolescents?". The purpose of this study is to understand the relationship between lifestyle and consumptive behavior in adolescents and to understand the relationship between conformity and consumptive behavior in adolescents. The researcher hopes that this research can make benefits from a theoretical point of view, namely to provide input in terms of social psychology regarding the relationship between lifestyle and conformity with consumptive behavior in adolescents and from a practical point of view this research can be used as a complement to knowledge for the

community. The hypotheses in this study are: (1) There is a relationship between lifestyle and conformity with consumptive behavior in adolescents; (2) There is a positive relationship between lifestyle and behavior in adolescents; (3) There is a positive relationship between conformity and consumptive behavior in adolescents.

Methods

The research method used in this study is a quantitative method. The dependent or dependent variable (Y) in this study is consumptive behavior and the independent or independent variable (X) is lifestyle and conformity. The population in this study is the Surakarta City community of 522,364 people, then the number of samples is determined using the Slovin formula and the results are 99, 98 is rounded up to 100 respondents. Sampling was done by purposive quota sampling technique, namely determining the sample with certain criteria and numbers that have been determined by the researcher. The criteria in this study are: (1) the people of Surakarta City; (2) 15-20 years old; (3) Male or female. Researchers took the age of 15-20 years because at that time it was a crucial age where the ability to make decisions began to develop, already had principles and defended their opinions and desires (Santrock, 2003). The way researchers got subjects for the research sample was by distributing posters containing the criteria and a link to the googleform questionnaire via whatsapp, then everyone who was willing and in accordance with the criteria could fill out the questionnaire. Filling out the questionnaire is stopped when the number of respondents' quota has been fulfilled. Collecting data using a google form questionnaire containing the Consumptive Behavior Scale, Lifestyle Scale, and Conformity scale using a Likert scale as a guide for submitting statements with four alternative answers, namely: Strongly Disagree (STS); Disagree (TS); Agree (S); Strongly Agree (SS).

The data analysis technique used in this study is multiple linear regression with the help of the Statistical Package for Social Science (SPSS) computer calculation program version 16. Multiple linear regression is a form of regression model that aims to provide an overview of the relationship between independent

variables whose number is more than one. with one dependent variable (Setia Ningsih, 2019).

Measurement of consumptive behavior using the Consumptive Behavior Scale is based on aspects according to Salomon (1996) namely impulsiveness, irrational purchases and waste with 29 items consisting of 18 favorable items and 11 unfavorable items. Measurement of lifestyle using the Lifestyle Scale is based on aspects according to Sumarwan (2004) namely interests, activities and opinions with 19 items consisting of 12 favorable items and 7 unfavorable items. The conformity scale is based on aspects according to Baron & Byrne (2005), namely informational social influence (need to be liked) and normative social influence (need to be correct) with 31 items consisting of 16 favorable items and 15 unfavorable items.

The validity test was carried out by Professional Expert Judgment conducted by two lecturers at the Faculty of Psychology, University of Muhammadiyah Surakarta and three students of the psychology profession. Each item on the three scales consists of 4 scores starting from a score of 1 to 4. After expert judgment has been carried out, the researcher calculates the results of the test using Aiken's V with Microsoft Excel. The procedure for testing if the value of V is less than 0.67 then the item can be aborted, if the value of V is more than 0.67 then the item can be said to be valid. In the calculation of the Consumptive Behavior Scale, the results show that from a total of 46 items there are 29 valid items with a range of $V = 0.6 - 0.9$ and 17 items fall with a range of $V = 0.4 - 0.5$. In the Lifestyle Scale calculation, it was found that from a total of 30 items there were 19 valid items with a range of $V = 0.6 - 0.9$ and 11 items dropped with a range of $V = 0.2 - 0.5$. In the calculation of the conformity scale, it was found that from a total of 47 items there were 31 valid items.

.Uji reliabilitas dilakukan dengan cara menyebarkan kuesioner melalui *googleform* kepada responden berjumlah 30 responden. Sesuai dengan pernyataan Notoatmodjo (2010), jumlah minimum respondennya 20 orang sehingga akan didapatkan distribusi hampir normal. Hasil data dari pengisian kuesioner oleh responden kemudian dianalisis menggunakan SPSS 16 dan dilihat dari perolehan

Alpha Cronbach. Instrumen penelitian dikatakan reliabel apabila memiliki koefisien reliabilitas >0.700 (Azwar, 2017). Skala Perilaku Konsumtif memperoleh nilai *Alpha Cronbach's* = 0.924, Skala Gaya Hidup mendapatkan hasil *Alpha Cronbach's* = 0.827, dan Skala Konformitas mendapatkan hasil *Alpha Cronbach's* = 0.707. Berdasarkan nilai *Alpha Cronbach's* yang diperoleh dari masing-masing skala tersebut dikatakan reliabel karena memperoleh hasil lebih dari 0.700.

Results

Normality test using One Sample Kolmogorov-Smirnov where if sig (2-tailed) > 0.05 , then the data distribution is said to be normal. The Consumptive Behavior variable has a value of $Z= 0.646$ with Asym Sig.(2-tailed) $p= 0.798$ which indicates that the Consumptive Behavior variable has been normally distributed because the Asym Sig.(2-tailed) $p>0.05$ value. The Lifestyle variable has a value of $Z=0.756$ with Asym Sig.(2-tailed) $p= 0.618$, indicating that the Lifestyle variable is normally distributed because the Asym Sig.(2-tailed) p value is > 0.05 . The conformity variable obtained a value of $Z=0.760$ with Asym Sig.(2-tailed) $p=0.611$ which indicates that the conformity variable is normally distributed because the value of Asym Sig.(2-tailed) $p > 0.05$. After the Normality Test, then proceed with the Linearity Test as seen from the Anova Table in the Linearity section. Data distribution is considered linear if Sig.Linearity $p > 0.05$. The Lifestyle variable obtained a Linearity value of $F=124.528$ with Sig.(Linearity)=0.000, then the lifestyle variable and the consumptive behavior variable can be said to have a linear relationship because they meet the requirements of Sig.(Linearity) $0.000 < 0.05$. The conformity variable and the consumptive behavior variable can also be said to have a linear relationship because they get the value of Linearity $F = 30,973$ with Sig. (Linearity) $0.000 < 0.05$.

After testing the assumptions consisting of normality test and linearity test, then hypothesis testing is carried out. The major hypothesis in this study is accepted, namely that there is a relationship between Lifestyle and Conformity

with Consumptive Behavior. It can be seen from the value of $R = 0.847$ and the value of $\text{Sig. } p < 0.01$, means that the relationship between Lifestyle and Consumptive Behavior in adolescents is very significant. The minor hypothesis of lifestyle variables with Consumptive Behavior obtained a Pearson Correlation (r) = 0.843 with $\text{Sig.}(1\text{-tailed}) p < 0.01$, it means that there is a very significant positive relationship between Lifestyle and Consumptive Behavior during the pandemic. Conformity variable with Confucian Behavior got a Pearson Correlation (r) = 0.461 with $\text{sig.}(1\text{-tailed}) p < 0.01$, meaning that there is a very significant positive relationship between conformity and consumptive behavior in adolescents.

The effective contribution of lifestyle and conformity results in a coefficient of $R^2 = 0.718$ which means that the two independent variables, namely lifestyle and conformity affect consumptive behavior as a dependent variable of 71.8% with details of lifestyle at 67.5% and conformity by 4.3%. , while the remaining 28.3% is determined by other factors not examined in this study.

Based on the results of the analysis, the data can be categorized into 5 categories, namely very high, high, medium, low, and very low categories. The Consumptive Behavior variable obtained a Hypothetical Average (RH) of 72.5 and an Empirical Average (RE) of 67.11, which means that the average level of consumptive behavior in the people of Surakarta City aged 15-20 years is classified as moderate. Categorization of consumptive behavior can be seen in the table below:

Table 1. Categorization of Consumptive Behavior

Interval score	Categorization	Rerata Hipotetik (RH)	Rerata Empirik (RE)	Frekuensi (ΣN)	Presentase (%)
$29 \leq X \leq 46,4$	Very low			4	4%
$46,4 < X \leq 58$	Low			21	21%
$58 < X \leq 81,2$	Currently	72,5	67,11	60	60%
$81,2 < X \leq 98,6$	Tall			15	15%
$98,6 < X \leq 116$	Very tall			0	0%

Based on the table above, it can be seen that 4 (4%) respondents have very low consumptive behavior, 21 (21%) respondents have low consumptive

behavior, 60 (60%) respondents have moderate consumptive behavior, 15 (15%) respondents have moderate consumptive behavior. high consumptive behavior and 0 (0%) respondents have very high consumptive behavior.

The Lifestyle variable obtained a Hypothetical Average (RH) of 47.5 and an Empirical Average (RE) of 43.47, which means that the average level of individual Lifestyle in the Surakarta City community aged 15-20 years is classified as moderate. Lifestyle categorization can be seen in the table below:

Table 2. Categorization of Lifestyle

Interval score	Categorization	Rerata Hipotetik (RH)	Rerata Empirik (RE)	Frekuensi (ΣN)	Presentase (%)
$19 \leq X \leq 30,4$	Very low			5	5%
$30,4 < X \leq 38$	Low			22	22%
$38 < X \leq 53,2$	Currently	47,5	43,47	63	63%
$53,2 < X \leq 64,6$	Tall			10	10%
$64,6 < X \leq 76$	Very tall			0	0%

Based on the table above, it can be seen that 5 (5%) respondents have a very low lifestyle, 22 (22%) respondents have a low lifestyle, 63 (63%) respondents have a moderate lifestyle, 10 (10%) respondents have a low lifestyle. high life style and 0 (0%) respondents have a very high lifestyle.

The conformity variable obtained a hypothetical mean (RH) of 77.5 and an empirical mean (RE) of 80.30, which means that the average level of individual conformity in the people of Surakarta City aged 15-20 years is classified as moderate. The conformity categorization can be seen in the table below:

Table 3. Categorization of conformity

Interval score	Categorization	Rerata Hipotetik (RH)	Rerata Empirik (RE)	Frekuensi (ΣN)	Presentase (%)
$31 \leq X \leq 49,6$	Very low			0	0%
$49,6 < X \leq 68,2$	Low			5	5%
$68,2 < X \leq 86,8$	Currently	77,5	80,30	74	74%
$86,8 < X \leq 105,4$	Tall			21	21%
$105,4 < X \leq 124$	Very tall			0	0%

Based on the table above, it can be seen that 0 (0%) respondents have very low conformity, 5 (5%) respondents have low conformity, 74 (74%) respondents have moderate conformity, 21 (21%) respondents have high conformity and 0 (0%) respondents have very high conformity.

DISCUSSION

Based on the results of data analysis, it is known that the major hypothesis which states "there is a relationship between lifestyle and conformity with consumptive behavior in adolescents" is accepted. It is known from the Anova table with a value of Sig.p = 0.000 ($p < 0.01$), meaning that there is a very significant relationship between lifestyle and conformity with consumptive behavior in adolescents. In the consumptive behavior variable, it is known that the Hypothetical Average (RH) is 72.5 and the Empirical Mean (RE) is 67.11, which means that the average level of consumptive behavior in the Surakarta City community aged 15-20 years is classified as moderate. The results of this study are in accordance with the factors that can influence consumptive behavior, namely; social class, conformity, age, occupation, lifestyle, family and motivation (Kotler 2000; Yuniarti 2015; Salomon 1996).

Based on the above results that women tend to be more consumptive, this is in accordance with the statement of Lina & F. Rosyid (1997) that women have a greater tendency to behave consumptively than men because women tend to be emotional while men use reason more in the amount of money spent. The above results also show that the majority of adolescents behave consumptively aged 20 years because at that time is a crucial age for adolescents where they begin to increase their decision-making abilities, have their own principles and defend their opinions (Santrock, 2003). Students tend to be more consumptive compared to high school students because students need more social recognition in their environment so that the majority of students spend their money on clothing, cosmetics, accessories, shoes and bags purchased through online or offline stores (Solihat & Arnasik, 2018). Based on the results above, adolescents in Banjarsari sub-district are more consumptive than other sub-districts, this is in accordance

with the Surakarta City Central Statistics Agency (BPS) that the population of Banjarsari sub-district is higher, namely 168,873 people. The results above also show that teenagers behave consumptively even though they do not have income, the consumptive behavior of teenagers cannot be separated from the influence of their parents' social status. Parents with economic status and above tend to give excess pocket money to their children in the hope that the child will spend the money for school needs (Romadloniyah & Setiaji, 2020). The first minor hypothesis which states that "There is a positive relationship between lifestyle and consumptive behavior in adolescents" is accepted. It can be seen from the table Correlations Pearson Correlation value = 0.843 with Sig. $p = 0.000$ ($p < 0.01$), it means that there is a very significant positive relationship between lifestyle and consumptive behavior in adolescents. The results of Pulungan & Febriaty (2018) research show a positive relationship between lifestyle and consumptive behavior. The shopping lifestyle of the Indonesian people, who previously shopped offline at physical outlets, is now starting to switch to online shopping. However, online shopping with the convenience offered and at various prices can shape consumptive behavior (Handayani & Nilasari, 2021). The higher a person's lifestyle, the higher the consumptive behavior received by adolescents.

The results of the analysis of the lifestyle variables in this study obtained a Hypothetical Average (RH) of 47.5 and an Empirical Average (RE) of 43.47, which means that the average level of individual lifestyles in the Surakarta City community aged 15-20 years is classified as moderate. Respondents with a high lifestyle category are dominated by male respondents, while female respondents dominate the moderate to low lifestyle category, this is because men think more realistically while women have a tendency to think (Plummer, 1983)

The second minor hypothesis which states that "there is a positive relationship between conformity and consumptive behavior in adolescents" is accepted. It can be seen from the table Correlations Pearson Correlation value = 0.461 with Sig. $p = 0.000$ ($p < 0.01$), it means that there is a very significant positive relationship between conformity and consumptive behavior in adolescents. The results of the research by Khrishananto & Adriansyah (2021)

show that there is a positive relationship between conformity and consumptive behavior. Conformity is one of the factors that influence consumptive behavior in adolescents, this is because during the pandemic the community does not interact with other people directly so that when there is leniency from the government, adolescents try to join the group, trying to be the same to be accepted in the group (Baron & Byrne 2005; Cialdini & Goldstein 2004; Yang 2020). The higher the conformity of a person, the higher the consumptive behavior received by adolescents. Hasil analisis dari konformitas pada penelitian ini didapatkan Rerata Hipotetik (RH) sebesar 77,3 dan Rerata Empirik (RE) sebesar 80,30 yang berarti bahwa rata-rata tingkat Konformitas individu pada masyarakat Kota Surakarta berusia 15-20 tahun tergolong sedang. Responden dengan kategori gaya hidup tinggi didominasi oleh responden berjenis kelamin laki-laki, hal ini dikarenakan remaja laki-laki cenderung lebih nyaman jika berada di luar rumah bersama kelompok teman sebaya sehingga mereka cenderung memiliki pengaruh dari teman-teman sebaya yang lebih dominan (Matta & Romdzati, 2020).

The effective contribution of lifestyle and conformity results in a coefficient of $R^2 = 0.718$ which means that the two independent variables, namely lifestyle and conformity, affect consumptive behavior as a dependent variable of 71.8% with lifestyle details of 67.5% and conformity of 4.3%. , while the remaining 28.3% is determined by other factors not examined in this study.

Conclusion

Based on several previous descriptions, it is concluded that there is a relationship between lifestyle and conformity with consumptive behavior in adolescents, which means that lifestyle and conformity affect consumptive behavior during the pandemic together. It is known that there is a significant positive relationship between lifestyle and consumptive behavior in adolescents, meaning that if the lifestyle is high, the consumptive behavior is high, and vice versa. There is a significant positive relationship between conformity and consumptive behavior in adolescents, meaning that if conformity is high, consumptive behavior is high, and vice versa.

In connection with the results of this study, the researcher provides advice for adolescents in Surakarta, especially women, to be able to control their egos in making decisions to buy goods excessively, teenagers are also expected to be able to spend pocket money for school and college needs.

Suggestions to further researchers to pay more attention to other factors that influence consumptive behavior so that it can be developed menjadi penelitian yang lebih baik lagi dan dapat sebagai acuan untuk penelitian selanjutnya.

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