

RELATIONSHIP BETWEEN CONFORMITY AND SELF-CONTROL TO CONSUMPTIVE BEHAVIOUR OF *FASHION* PRODUCT IN UNIVERSITY X STUDENTS

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ABSTRACT

This research was conducted to determine the relationship between conformity and self-control towards the consumptive behavior of fashion product consumption among students at University X. The major hypothesis of this research is that there is a relationship between conformity and self-control in the context of consumptive behavior related to fashion products among University X students. The first minor hypothesis is that there is a relationship between conformity and consumptive behavior related to fashion products among University X students. The second minor hypothesis is that there is a relationship between self-control and consumptive behavior related to fashion products among University X students. The subjects of this research were all undergraduate students at University X, and the data collection method used Simple Random Sampling. The data collection methods included conformity scale, self-control scale, and consumptive behavior scale. The results of this research were analysed using multiple correlation techniques for the major hypothesis and simple regression for the minor hypotheses. The results of the major hypothesis test showed a significant relationship between conformity and self-control in relation to consumptive behavior. This was evident from the F value of 86.4 and a significance level of 0.000 ($p < 0.05$). The results of the first minor hypothesis test showed a significant relationship between conformity and consumptive behavior, as indicated by an r value of 0.309, an F value of 28.8, and a significance level of 0.000 ($p < 0.05$). The results of the second minor hypothesis test showed a significant relationship between self-control and consumptive behavior, as indicated by an r value of -0.605, an F value of 202.9, and a significance level of 0.00 ($p < 0.05$). The correlation between conformity and consumptive behavior showed a positive relationship, meaning that lower conformity is associated with lower consumptive behavior. Conversely, the correlation between self-control and consumptive behavior showed a negative relationship, indicating that higher self-control is associated with lower consumptive behavior in fashion product consumption among University X students. Therefore, the research hypotheses were accepted.

Keywords: Fashion Product, Conformity, Self-Control, Consumptive Behavior.