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.

INTRODUCTION

People's habits and lifestyles have changed in a relatively short time towards being more luxurious and excessive, for example in appearance and fulfilling other life needs. The appearance of teenagers and their daily lives is one thing that should not be forgotten, according to the results of a survey conducted by Crowd DNA in 2016 as cited in (Achmad, 2016) of children aged 13 to 24 years in Indonesia, one of the groups that makes a lot of purchases is teenagers. Apart from that, students' interest in buying fashion products is also related to the ease of shopping transactions.

This is confirmed by the results of a survey by Crowd DNA in 2016 as cited in (Achmad, 2016) which showed that 54% of teenagers were more interested in using online transactions or debit cards. Online transactions and debit cards not only provide convenience, but can also have an impact on excessive purchasing behavior. Habits of a luxurious lifestyle will lead to excessive buying behavior. According to Fitriani et al (2013), a luxurious lifestyle will have a negative impact on society, where this lifestyle will cause excessive buying behavior which tends to make individuals have to pay high costs to fulfill their desires. This kind of luxurious lifestyle occurs at almost all levels. community including students. According to Lubis as cited in (Sumartono, 2002), buying behavior only to fulfill desires is called consumptive behavior. According to Chita et al (2015) consumer behavior is the human tendency to consume without limits, buying things excessively or unplanned. Furthermore, Fitriyani et al (2013) explained that the shift in consumer behavior is no longer to fulfill needs but is based on motivation to get a sensation, challenge, excitement, socialization and as a tool to relieve stress.

There are many things that can influence or make someone buy something, one of the factors being influence from peers. The above phenomenon describes the shopping habits of consumers in this research who are teenagers in purchasing fashion products, which is usually influenced by their peer group (Schiffman & Kanuk, 2008). The condition of peer influence according to Santrock (2007) is due to the teenage phase, especially in the final phase, that career, relationships and identity exploration will be more prominent.

Apart from that, the socio-emotional changes that take place during adolescence include demands to achieve independence, conflict with parents and the desire to spend time and open up more with peers. Within peer groups, teenagers tend to form their groups by having similar elements such as hobbies, interests, fashion styles, thought patterns and others (Hanafie, 2014). According to Davidoff as cited in (Haryani & Herwanto, 2015) teenagers in peer groups will try to follow the interests and views of their peers.

Behavior following the interests or views of peers according to (Baron & Bryne 2005) is conformity behavior. Apart from peer influence, there are internal factors that influence teenagers in shopping for fashion products, one of which is the inability to control their desire to get something. Self-control according to Myers (2012) is a control from within oneself that is sought to be able to control the desires that arise. (Ghufron & Risnawati, 2014) self-control is a condition related to how individuals control their emotions and impulses.

The formulation of the problem in this research can be broken down into three, first, is there a relationship between conformity and consumptive behavior among University X students in purchasing fashion products. Second, is there a relationship between self-control and consumer behavior among University X students in purchasing fashion products? Third, is there a relationship between conformity and self-control on consumer behavior among University X students in purchasing fashion products?

There are three things that are the aim of this research, first, to determine the relationship between conformity and consumer behavior among University X students in purchasing fashion products. Second, to determine the relationship between self-control and consumer behavior among University X students in purchasing fashion products. Third, to determine the relationship between conformity and self-control on consumer behavior among University X students in purchasing fashion products.

Consumptive Behaviour

According to Lubis as cited in (Sumartono, 2002) consumer behavior is a buying behavior that is no longer based on rational considerations, but rather because of desires that have reached an irrational level. The factors that influence consumer behavior according to (Enrico et al, 2014) are, fulfillment of desires, ability to shop, product use, social status and family lifestyle. Apart from that, aspects of consumer behavior according to Lina and Rosyid as cited in (Haryani & Herwanto, 2015) are impulsive buying, wasteful buying and seeking pleasure (non-rational buying).

Conformity

According to (Baron & Byrne, 2005) conformity is a type of social influence where individuals change their attitudes and behavior to conform to existing social norms. The factors that influence conformity according to (Baron & Byrne, 2005) are cohesiveness, group size, descriptive social norms and injunctive social norms. Apart from that, the basics for forming conformity according to Deutsch and Gerard as cited in (Myers, 2012) are normative influence and the influence of information.

Self-Control

(Ghufron & Risnawita, 2014) explains that self-control is an individual's skill in controlling and managing emotional factors and impulses that originate from within him. The factors that influence self-control according to (Ghufron & Risnawita, 2014) come from external factors originating from the environment and internal factors originating from within oneself. Besides that. Aspects that influence self-control according to Tangney, Baumeister and Boone as cited in (Ursia et al, 2013) are discipline, not being impulsive, healthy habits, work ethic and honesty.

RESEARCH METHODS

Research Subject

In this study, the research population was all undergraduate students at University The criteria in question are University With a population of 1,365 undergraduate students at university.

The validity test was carried out using the Alpha Cronbach technique with the help of SPSS version 20 for Windows. If the correlation test criteria for each item are positive and the magnitude is ≥ 0.3, then the item is a strong construct (Sugiyono, 2014). The reliability test also uses the Alpha Cronbach technique with the help of SPSS version 20 for Windows to calculate the reliability coefficient. The alpha coefficient is obtained through just one adjustment to the respondent group (Azwar, 2014). Reliability is expressed by the reliability coefficient whose numbers are in the range 0 to 1.00. The higher the reliability coefficient approaching 1.00, the higher the reliability.

Method of Collecting Data

The method for collecting data is to use three kinds of scales, namely the consumer behavior scale, conformity scale and self-control scale. The consumptive behavior scale consists of 30 items, which were compiled by researchers referring to aspects of consumptive behavior that have been put forward by Lina and Rosyid as cited in (Haryani & Herwanto, 2015) which consist of impulsive buying, waste and seeking pleasure. The 30-item conformity scale was compiled by researchers based on the basics of conformity that have been put forward by Baron and Byrne (2005) which consists of two aspects, namely, normative social influence and informational social influence. Meanwhile, the self-control scale consists of 40 items which were compiled by researchers based on the aspects stated by Averill as cited in (Wulaningsih

& Hartini, 2015), namely the ability to control behavior, the ability to control stimuli, the ability to obtain information, the ability to make judgments and the ability to control decisions.

Data Analysis Method
Assumption tests or requirements tests consist of normality tests and linearity tests. The method used in the normality test uses the Kolmogorov-Smirnov technique in the SPSS (Statistical Package for the Social Science) version 20 for Windows. In the linearity test, Widhiarso (2010) said that Anova is a linearity technique for testing the relationship between variables. In hypothesis testing according to Sugiyono (2014) in three variable research, hypothesis testing uses multiple correlation techniques. In addition, for one dependent variable and one independent variable, simple linear regression is used.

RESULTS
Description of Research Subjects
The subjects in this research were 275 University X students. The research subjects will be described based on age, gender and faculty. Based on the age of the subjects, the largest age of respondents in this study was 22 years with 122 respondents or 44.4%. Furthermore, based on gender, the majority of respondents in this study were female respondents, totalling 232 respondents or 84.3%. Furthermore, based on the faculties with the most respondents in this research, there were 101 respondents or 36.7% from the economics and communication faculties. Description of research data for each variable in this study is as follows:

Table 1.
Description and Research

Variable	Hypothetical Data				Empirical Data			
	Max	Min	Mean	SD	Max	Min	Mean	SD
Consumptive	92	23	57,5	11,5	75	28	50,7	7,8
Conformity	68	17	42,5	8,5	57	20	36,4	5,9
Self Control	124	31	77,5	15,5	120	54	93,6	12,2

Table 2.
Description of Consumer Behavior Data Categorization

Score	Category	Frequency	Percentage
X < 46	Low	63	23 %
46 ≤ X < 69	Currently	209	76 %
X ≤ 69	High	3	1 %
Amount		275	100%

Based on the description above, it can be stated that 76% of subjects or as many as 209 subjects have moderate consumptive behavior.

Table 3.
Description of Conformity Data Categorization

Score	Category	Frequency	Percentage
X < 34	Low	83	30,2 %
34 ≤ X < 51	Currently	189	68,7 %
X ≤ 51	High	3	1,1 %
Amount		275	100%

Based on the description above, it can be stated that 68.7% of subjects or 189 subjects had moderate conformity.

Table 4.
Description of Self-Control Data Categorization

Score	Category	Frequency	Percentage
X < 62	Low	5	1,8 %
62 ≤ X < 93	Currently	128	46,6 %
X ≤ 93	High	142	51,6 %
Amount		275	100%

Based on the description above, it can be stated that 51.6% of subjects or 142 subjects have high self-control.

Hypothesis Testing

The results of the major hypothesis test using the multiple correlation formulation with the SPSS program, obtained an r of 0.623, an F value of 86.4 and a significance of 0.000 ($p<0.05$). This means that consumer behavior is significantly related to conformity and self-control. Thus, the hypothesis is accepted. Apart from that, an R Square result of 0.388 was also obtained. This shows that conformity and self-control together influence consumer behavior by 38.8%.

The results of the first minor hypothesis test using a simple regression formulation with the SPSS program, obtained an r of 0.309, an F value of 28.874 and a significance of 0.000 ($p<0.05$). This means that consumer behavior is related to conformity, so the hypothesis is accepted. Apart from that, the R Square result was also obtained at 0.096, this shows that conformity influences consumer behavior by 9.6%.

The results of the second minor hypothesis test showed an r of -0.605, an F value of 202,899 and a significance of 0.000 ($p<0.05$). This means that consumer behavior is negatively and significantly related to self-control. A negative relationship means that the higher the self-control, the lower the consumer behavior, thus the hypothesis is accepted. Apart from that, the R Square result was also obtained at 0.366, this shows that self-control influences consumer behavior by 36.6%.

DISCUSSION

The results of multiple correlation analysis of data obtained from University The results of this analysis show that there is a significant relationship between conformity and self-control on consumer behavior. Thus, it can be concluded that the major hypothesis proposed in this research is acceptable, namely that there is a relationship between conformity and self-control on consumer behavior in University X students.

The percentage influence of the independent variables conformity and self-control on the dependent variable consumer behavior (R Square) is 0.388. This shows that the role of conformity and self-control in consumer behavior is 38.8%. Meanwhile, the rest can be influenced by other variables not examined in this research. As stated by Kotler as cited in (Haryani & Herwanto, 2015) states that consumer behavior is influenced by four factors, namely, first, cultural factors consisting of culture, sub-culture and social class. Second, social factors consisting of reference groups, family, roles and status. Third, personal factors consisting of age, stage in the life cycle, occupation, economic situation, lifestyle, self-concept and personality. The four psychological factors consist of motivation, perception, knowledge, beliefs and attitudes.

Based on the results of the minor hypothesis test to determine the relationship between conformity and consumer behavior, it is known that the significance result is 0.000 (p < 0.05). This means that conformity is significantly related to consumer behavior. The Pearson correlation value is 0.309, indicating that there is a positive relationship between conformity and consumer behavior. This means that the lower the conformity, the lower the consumer behavior. Conversely, the higher the conformity, the higher the consumer behavior. This is in accordance with the results of research from Fitriyani et al (2013) which states that there is a positive relationship between conformity and consumptive behavior in students. This positive relationship is interpreted as the higher the conformity, the higher the consumptive behavior, conversely the lower the conformity, the lower the consumptive behavior.

Apart from that, an R Square result of 0.092 was also obtained. This shows that conformity influences consumer behavior by 9.2%. This is in accordance with Kotler's statement as cited in (Haryani & Herwanto, 2015) which states that one of the factors related to consumer behavior is the reference group. According to Baron and Byrne (2005), a type of social influence in which individuals change their attitudes and behavior to conform to existing social norms is called conformity.

Apart from conformity, this research also looks at the relationship between self-control and consumer behavior. Based on the results of the minor hypothesis test using a simple regression formulation with the SPSS program, a significance result of 0.000 was obtained (p < 0.05). This means that self-control is significantly related to consumer behavior. Apart from that, if you look at the Pearson correlation results of -0.605, it is known that there is a negative relationship between self-control and consumer behavior. This means that the higher self-control, the lower the consumptive behavior, conversely, the lower the self-control, the higher the consumptive behavior.

This is in line with the results of research from Haryani and Herwanto (2015) which shows that there is a negative relationship between self-control and consumer behavior. Chita et al (2015) added that an increase in self-control will be followed by a decrease in consumer behavior. This means that if self-control is high, the lower the consumptive behavior, conversely, if self-control is low, the higher the consumptive behavior.

This is in line with the results of the self-control categorization of research subjects, where 142 students or 51.6% had high self-control. Meanwhile, conformity among University If we look at the results of the data categorization, consumer behavior is classified as moderate because the conformity of University X students is moderate, while the self-control of University X students is classified as high.

Based on the categorization results, it was found that the highest age range for the most respondents in the study, namely 122 out of a total of 275 respondents, was 22 years old. This is in accordance with the theory of Ghufron and Risnawita (2014) which states that one of the factors that influences self-control is age, the older a person gets, the better their self-control ability. Meanwhile, in the initial data collection, the average respondent was aged 18 to 19 years.

The R Square results show a figure of 0.364, this shows that self-control influences consumer behavior by 36.4%. According to Enrico et al (2014), there are several other factors that influence consumer behavior, namely fulfillment of desires, ability to shop, product use, social status and family lifestyle. This is made clear by the statement from Ghufron and Risnauta

(2014) that self-control is an individual's ability to control and manage emotional factors and impulses from within him. How individuals control themselves in all things, one of which is spending their money. This character is assumed by researchers to be the same as self-control.

CONCLUSIONS AND SUGGESTION
Conclusion
The results of this study indicate that there is a relationship between conformity and self-control on consumer behavior. Apart from that, the contribution of conformity and self-control together to consumer behavior is 38.49%. then the results of the analysis also show that there is a positive relationship between conformity and consumer behavior. The results of the analysis also show that there is a negative relationship between self-control and consumer behavior.

Suggestion
It is recommended that students at University Apart from that, they are also advised to maintain self-control so that they are not easily tempted to buy fashion products that are not really needed.

Future researchers should specify the characteristics of research respondents, such as division by faculty so that the population and research sample are not too broad. In addition, you should consider including other variables that can be related to consumer behavior such as shopping ability or parenting patterns. Furthermore, it is recommended to collect research data in the middle of the semester to reduce the possibility of difficulty finding respondents, due to exam schedule constraints. Addition of data collection techniques such as interviews in order to see other factors that might influence students' shopping behavior decisions. It is also important to add factors such as the amount of pocket money owned to see whether there is a relationship with consumptive behavior.

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