

Self-Control and Impulsive Buying Behavior in Fashion Models

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Abstract. This study aims to determine the effect of self-control on impulsive buying behavior among members of the Timor Creative People Community in Kupang City. In today's digital and consumer era, self-control is one of the critical factors in controlling unplanned purchasing decisions. This study employs a quantitative approach, utilizing a survey method and simple linear regression analysis techniques. The results of the analysis indicate that self-control has a significant negative effect on impulsive buying, as evidenced by a regression coefficient of -0.809 and a significance value of 0.000 (<0.05). The coefficient of determination (R^2) of 0.667 indicates that 66.7% of the variation in impulsive buying behavior can be explained by the self-control variable. These findings underscore the critical role of self-control in suppressing impulsive buying tendencies and provide practical implications in managing consumption behavior, especially among creative young people.

Keywords: *Self-Control, Impulse Buying, Consumer Behavior, Creative Community.*

Abstrak. Penelitian ini bertujuan untuk mengetahui pengaruh kontrol diri terhadap perilaku pembelian impulsif pada anggota Komunitas Timor Creative People di Kota Kupang. Dalam era digital dan konsumtif saat ini, kontrol diri menjadi salah satu faktor penting dalam mengendalikan keputusan pembelian yang tidak direncanakan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan teknik analisis regresi linier sederhana. Hasil analisis menunjukkan bahwa kontrol diri berpengaruh negatif secara signifikan terhadap pembelian impulsif, ditunjukkan oleh koefisien regresi sebesar -0,809 dan nilai signifikansi 0,000 ($< 0,05$). Koefisien determinasi (R^2) sebesar 0,667 menunjukkan bahwa 66,7% variasi perilaku pembelian impulsif dapat dijelaskan oleh variabel kontrol diri. Temuan ini memperkuat peran penting kontrol diri dalam menekan kecenderungan pembelian yang impulsif, dan memberikan implikasi praktis dalam pengelolaan perilaku konsumsi khususnya di kalangan anak muda kreatif.

Kata kunci: *Kontrol Diri, Pembelian Impulsif, Perilaku Konsumen, Komunitas Kreatif.*

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Introduction

In early adulthood, individuals are often involved in exploration and self-discovery, with a focus on finding a suitable career path, forming an identity, and determining a desired lifestyle (Selfiana et al., 2023). One phenomenon that emerges in early adulthood in the modern era is the tendency to follow trends in various aspects of life (Sari et al., 2023). This phenomenon includes the increasing popularity of online shopping among individuals in early adulthood. In today's society, online shopping has become an integral part of the modern lifestyle, driven by technological advancements. This involves consumers using the internet as a platform to purchase products or services, usually starting with an awareness of relevant information about the product or service. The convenience offered by online shopping platforms also encourages impulsive buying.

Impulse buying refers to an irrational, quick, and unplanned buying action, often accompanied by inner conflict and emotional urges (Fajri et al., 2023). Impulse buying is also an urge to make unplanned purchases without considering the consequences (Hutagalung, 2023). Impulse buying behavior has significant negative impacts on consumers, one of which is feelings of guilt and regret after making a purchase (Charan & Rahayu, 2022).

Impulse buying has the following characteristics: first, it is spontaneous, where purchases are unplanned and encourage consumers to buy immediately, often in response to visual stimuli at the point of sale. Second, intensity, which includes urges, compulsion, and compulsion. There is a motivation to ignore everything else and act immediately. Third, excitement and stimulation, where the sudden urge to buy is often accompanied by "enthusiastic" emotions. Finally, ignoring consequences, where the urge to buy can be so strong that potential negative outcomes are often ignored (Rook & Fisher, 1995).

Impulsive buying can be triggered by internal factors such as low self-control (Hutagalung, 2023). Self-control is an individual's ability to regulate spontaneous internal urges that have the potential to be self-destructive (Selfiana et al., 2023).

Strong self-control can significantly reduce impulsive buying behavior in individuals. This is supported by the findings of Puspitasari et al. (2022), which revealed a negative correlation between self-control and impulsive buying. Specifically, higher levels of self-control are associated with lower impulsive buying behavior, while lower self-control is associated with an increased tendency to engage in impulsive buying.

The Timor Creative People Community in Kupang is a group of 50 people aged 18–32 years. This community aims to promote traditional woven fabrics from East Nusa Tenggara to the international scene through the modeling industry. Modeling not only provides an opportunity to introduce local culture but also offers significant income. However, with increasing access to e-commerce platforms and exposure to modern lifestyles, members of this community are vulnerable to consumerism.

The tendency to appear fashionable and follow global fashion trends can encourage impulsive buying behavior, mainly if driven by online promotions and emotional impulses. This phenomenon also occurs in models in the Timor Creative People Community. Therefore, it is crucial to understand the influence of self-control on impulsive buying behavior, so that it can be used as a reference in efforts to control this behavior by strengthening aspects of self-control. The purpose of this study is to examine the impact of self-control on impulsive buying behavior among consumers, particularly in the context of the growing use of e-commerce and exposure to modern lifestyles. This study is also expected to provide a deeper understanding of the role of self-control as a key factor in suppressing impulsive buying urges.

Method

This study employs a quantitative approach, utilizing a survey method and simple linear regression analysis to investigate the impact of self-control on impulsive buying behavior within the Timor Creative People model community. The sample in this study consisted of all community members, totaling 50 people. The data collection process involved distributing questionnaires in the form of a scale to

participants who met the specified criteria, serving as the sample. The variables in this study were self-control and impulsive buying. The measuring instrument used was a self-control scale (30 question items) adapted from Tangney, Baumeister, & Boone (2004) and an impulsive buying scale (23 question items) based on the theory of Rock & Fisher (1995). The scale used was a modified Likert scale with the following scoring system: Favorable: 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Strongly Agree); Disagree: 5 (Strongly Disagree), 4 (Disagree), 3 (Neutral), 2 (Agree), 1 (Strongly Agree).

Result

Table 1.
Characteristics of Respondents Based on Age

Age	Total	Percentage (%)
18-22 years old	21	42%
23-27 years old	14	28%
28-32 years old	15	30%
Total	50	100 %

Based on the table above, the majority of respondents are in the 18-22 age range, comprising 21 people (42%). The next age group is 28-32 years old, with 15 people (30%), and the smallest group is in the range of 23-27 years old, comprising 14 people (28%).

Table 2.
Respondent Characteristics Based on Gender

Gender	Total	Percentage (%)
Female	29	58%
Male	21	42%
Total	50	100 %

Based on the table above, the majority of respondents in this study were female, as many as 29 people (58%), while there were 21 males (42%).

Table 3.

Respondent characteristics based on education level

Education	Total	Percentage (%)
High School/Vocational School	10	20%
D-II	1	2%
D-III	4	8%
Bachelor's Degree	35	70%
Total	50	100 %

Referring to the table above, most respondents in this study hold a bachelor's degree, with 35 people (70%). The lowest level of education is D-II, with only 1 respondent (2%). Other respondents came from high school/vocational school graduates, with 10 people (20%), and D-III, with 4 people (8%).

Next, the researcher categorizes the self-control variables and impulsive buying variables into five categories. The categorization of these variables is presented in the following table.

Table 4.

Categorization of Self-control Variables

Variable	Range	Category	Frequency	Percentage (%)
Self-Control	$X < 60$	Very Low	8	16%
	$60 \geq X < 80$	Low	14	28%
	$80 \geq X < 100$	Currently	8	16%
	$100 \geq X < 120$	High	13	26%
	$X \geq 120$	Very High	7	14%
Total			50	100

Based on the table above, the majority of respondents have self-control in the low category, which is 14 people (28%). Meanwhile, the smallest number falls into the very high category, with 7 people (14%). In general, the distribution of respondents' self-control is relatively even, but tends to be in the moderate to very low category.

Table 5.

Categorization of Impulsive Buying Variables

Variable	Range	Category	Frequency	Percentage (%)
Impulsive Buying	$X < 46$	Very Low	8	16%
	$46 \geq X < 61,3$	Low	6	12%
	$61,3 \geq X < 76,7$	Currently	7	14%

76,7 \geq X < 92	High	17	34%
X \geq 92	Very High	12	24%
Total		50	100

Based on the table above, it is known that most respondents are in the High Impulsive Buying category of 17 people (34%).

For a more detailed understanding of the variables related to self-control ability and impulsive buying, each variable is further categorized by its aspects. The distribution of categories of each aspect is presented in the following table.

Table 6.

Categorization of Self-Control Variables Based on Aspects

Aspects of Self-Control Variable	Category									
	Very Low		Low		Currently		High		Very High	
	n	%	n	%	n	%	n	%	n	%
Controlling behavior	8	16%	12	24%	8	16%	9	18%	13	26%
Controlling stimulus	5	10%	18	36%	6	12%	9	18%	12	24%
Anticipating an event	6	12%	16	32%	6	12%	13	26%	9	18%
Interpreting events	7	14%	15	30%	6	12%	11	22%	11	22%
Making decisions	7	14%	14	28%	7	14%	11	22%	11	22%

Based on the table above, the aspect of controlling behavior has the highest score compared to other aspects, with 13 participants (26%) falling into the very high category. Meanwhile, the aspect with the lowest score is controlling the stimulus, where 5 participants (10%) are in this category.

Table 7.

Categorization of Impulsive Buying Variables Based on Aspects

Aspects of Impulsive Buying Variable	Category									
	Very Low		Low		Currently		High		Very High	
	n	%	n	%	n	%	n	%	n	%
Spontaneity	6	12%	8	16%	5	10%	15	30%	16	32%

Strength, compulsion, and intensity	6	12%	9	18%	3	6%	12	24%	20	40%
Excitement and stimulation	4	8%	9	18%	9	18%	13	26%	15	30%
Indifference to consequences	4	8%	10	20%	7	14%	11	22%	18	36%

Based on the table above, the aspects of strength, compulsion, and intensity have the highest proportion in the very high category, which is 20 participants (40%), followed by the aspect of indifference to the consequences with 18 participants (36%).

Assumption Test

Normality Test

Table 8.

Results of the One-Sample Kolmogorov-Smirnov Test for Normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal	Mean	0,0000000
Parameters ^{a,b}	Std. Deviation	11,78838129
Most Extreme	Absolute	0,122
Differences	Positive	0,122
	Negative	-0,076
Test Statistic		0,122
Asymp. Sig. (2-tailed)		.062 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test, it is known that the Asymp. Sig. (2-tailed). The value is 0.061, and the Monte Carlo Sig. (2-tailed) value is 0.062, both of which are greater than the significance level (α) of 0.05. Thus, the residual data in this study are normally distributed.

Homoscedasticity Test

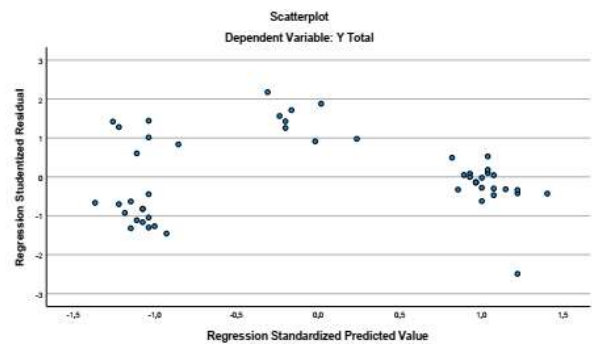


Figure 1: Scatterplot

Based on the scatterplot image above, it can be seen that the residual points are randomly distributed above and below the horizontal line (zero residual value). Thus, the simple linear regression model in this study does not exhibit heteroscedasticity problems, and the analysis results can be continued to the hypothesis testing stage validly.

Hypothesis Test

Coefficient of Determination Test

The coefficient of determination is used to measure the extent to which the self-control variable contributes to impulsive buying. The following are the results of the coefficient of determination test.

Table 9.
Results of the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 ^a	0,667	0,660	11,911
a. Predictors: (Constant), Self-Control				

Based on the results of the regression analysis presented in the table, the correlation coefficient (R) value is 0.817, indicating a strong relationship between the self-control variable and impulsive buying behavior. Furthermore, the determination coefficient value (R-Squared) is 0.667, indicating that self-control contributes 66.7% to

the changes or variations in impulsive buying behavior among members of the Timor Creative People community.

Correlation Test

According to Ghozali (2018), correlation analysis aims to measure the level of linear relationship between two variables. The results of the correlation test are presented in the table below.

Table 10.

Correlation Coefficient Test Results

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	129,393	5,744	—	22,528 .000
Self-control	-0,809	0,082	-0,817	-9,807 .000
Total				

Based on the table above, the regression coefficient value (B) for the self-control variable is -0.809, with a significance value of 0.000 ($p < 0.05$). This shows that self-control has a significant and negative effect on impulsive buying behavior. This means that every unit increase in self-control score will reduce the impulsive buying score by 0.809 points.

Simple Linear Regression Test

This simple linear regression test is used to measure the extent to which the independent variable influences the dependent variable. The test decision is made by comparing the calculated t-value with the t-table. If the calculated $t \leq t_{\text{table}}$, then the hypothesis is accepted. Another alternative is to compare the alpha value (0.05) or 5% with the significance value (P-value). If the $P\text{-value} \geq 0.05$, the hypothesis is rejected, while if the $P\text{-value} \leq 0.05$, the hypothesis is accepted.

Table 11.
Simple Linear Regression Test Results

ANOVA					
Impulsive Buying					
	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
<i>Regression</i>	13645,089	1	13645,089	96,186	0,000
<i>Residual</i>	6809,331	48	141,861		
<i>Total</i>	20454,420	49			
a. Dependent Variable: Impulsive Buying					
b. Predictors: (Constant), Self-control					

Based on the table, the calculated F value is 96.186 with a significance value (Sig.) of 0.000. Because this significance value is smaller than 0.05 ($p < 0.05$), it can be concluded that the regression model built is statistically significant. This indicates that the self-control variable has a significant impact on impulsive buying behavior among members of the Timor Creative People community.

Discussion

Based on the results of a descriptive analysis of research data involving 50 respondents from the Timor Creative People Community, it was found that most participants were women (58%), with an age range of 18–22 years (42%), and the majority held a bachelor's degree (70%). These characteristics reflect the dominance of the highly educated young generation in the community, who are psychologically more vulnerable to the influence of a consumer lifestyle and emotional drives in making purchasing decisions (Arnett, 2015). This finding aligns with research indicating that young age groups, especially students or fresh graduates, tend to be more impulsive in shopping due to the need for self-actualization and social pressure (Herabadi & Verplanken, 2019).

The results of the regression analysis indicate a strong and significant relationship between self-control and impulsive buying. The correlation value (R) of 0.817 with a significance value of 0.000 indicates that this relationship is very strong and statistically significant. This relationship is negative, indicated by the regression coefficient (B) of -0.809. This means that the higher a person's self-control, the lower

their tendency to engage in impulsive buying. These results support the theory of Baumeister et al. (1994), who stated that individuals with low self-control are more easily driven to act impulsively because they find it difficult to resist momentary desires and ignore long-term impacts. In addition, the R Square value of 0.667 indicates that 66.7% of impulsive buying behavior can be explained by self-control. The remaining 33.3% is likely influenced by other factors, such as the social environment, peer pressure, online advertising, or the emotional state when shopping.

Furthermore, the results of the ANOVA test support this finding, with a calculated F value of 96.186 and a significance level of 0.000 ($p < 0.05$), indicating that the regression model used is statistically significant. This means that the simple linear regression model used in this study is feasible and valid for explaining the effect of self-control on impulsive buying behavior among members of the Timor Creative People community.

Judging from the results of the self-control categorization, the majority of respondents fall into the "low" (28%) and "moderate" (16%) categories, with smaller proportions in the "high" (26%) and "very high" (14%) categories. This suggests that, in general, respondents' self-control is not optimal. Meanwhile, the impulsive buying category is dominated by the "high" (34%) and "very high" (24%) categories. Only 16% of respondents are in the "very low" category. This supports the assumption that this community tends to exhibit purchasing behavior driven by emotional and spontaneous factors, consistent with the results of a study by Puspitasari et al. (2022) on a group of female K-pop fans, who also showed high levels of impulsive buying due to low self-control and exposure to digital promotions.

Cross-tab analysis or combined tendencies show that respondents with "low" and "very low" self-control categories tend to be in the "high" and "very high" impulsive buying categories. This suggests a consistent pattern in which self-control is the primary predictor of spontaneous consumer behavior in this community. This is reinforced by the Delay Discounting theory (Kirby & Herrnstein, 1995), which

explains that individuals with low self-control tend to prefer short-term rewards over long-term consequences, such as financial risks resulting from uncontrolled consumption.

The results of the statistical analysis indicate a strong and significant relationship between self-control and impulsive buying behavior. The correlation coefficient (R) value of 0.817, with a significance level of 0.000 ($p < 0.01$), indicates a strong negative relationship, where the higher a person's self-control, the lower their tendency to shop impulsively. This is supported by the regression coefficient value (B) of -0.809 and is categorized as a "strong relationship" according to Sugiyono's (2017) classification. Thus, self-control is an important factor influencing impulsive consumer behavior. In addition, a simple linear regression test yields a coefficient of determination (R^2) value of 0.667, indicating that 66.7% of the variation in impulsive buying behavior can be explained by the level of self-control. Meanwhile, the remaining 33.3% is likely influenced by other factors, such as emotions, social pressure, or exposure to social media. These findings support the Self-Regulation theory of Baumeister et al. (2007), who stated that self-control plays a crucial role in helping individuals restrain momentary urges in pursuit of long-term goals, including in the context of making consumption decisions.

This finding is reinforced by the results of a study by Fadillah and Sosialita (2024), which stated that self-control has a negative relationship with impulsive buying, with a moderate correlation strength. However, in the context of the Timor Creative People community, the higher strength of the relationship may be due to the dominance of young respondents who are more susceptible to external influences and emotional impulses in shopping, but at the same time also have great potential to be controlled through the development of self-control through higher education and community creative activities.

Most respondents had low (28%) and moderate (16%) self-control, while only 14% fell into the very high category. Cross-tabulation of age and self-control showed that respondents aged 18–22, who constituted the majority, also dominated the low

to moderate self-control category. This suggests that young age can influence low impulse control abilities. In terms of impulsive buying, the majority of respondents were in the high (34%) and very high (24%) categories. In terms of gender, women were more dominant in the high impulsive buying category, in line with the proportion of women at 58%. This finding is consistent with research by Puspitasari et al. (2022), which demonstrated that female students tend to have low self-control and are more easily affected by emotional pressure and the digital environment.

This finding is also relevant to the study by Aqshafa et al. (2023), which suggests that individuals with high self-control have a lower tendency to make impulsive purchases. This study also shows that the urge to consume in the creative community cannot be separated from visual and emotional exposure to aesthetically appealing creative products, whether from fashion, accessories, or lifestyle. From the perspective of Cognitive-Behavioral theory, low self-control causes individuals to be more influenced by external stimuli (such as discounts, promotions, and product displays), which then triggers the activation of the impulsive system in the brain (Hofmann et al., 2009). This explains why, in creative communities that are often exposed to visual products, individuals with low self-control tend to make spontaneous purchases without rational consideration.

Overall, the low level of self-control among most community members plays a significant role in encouraging high impulsive buying behavior. Therefore, interventions in the form of financial literacy education, strengthening self-regulation, and community-based emotional management training can be a strategic solution to reduce the tendency of impulsive buying, especially among young people with creative backgrounds, such as Timor Creative People. These findings not only strengthen the theory of consumer behavioral psychology but also provide empirical contributions to the development of financial education policies among creative communities. Special attention is needed for behavior-based interventions that can improve self-control abilities, especially in Generation Z-based communities that are prone to digital lifestyles and visually-based impulsive consumption.

Conclusion

Based on the results of data analysis and discussion in this study, self-control has a significant negative effect on impulsive buying behavior in the model incorporated in the Timor Creative People Community. This is proven by the results of a simple linear regression test, which shows that the regression coefficient value is -0.809 with a significance level of 0.000 (<0.05), indicating that the relationship is negative and statistically significant. This means that the higher an individual's self-control, the lower their tendency to make impulsive purchases. Conversely, the lower a person's self-control, the higher their tendency to make unplanned and emotional purchases.

Suggestion

Based on the research results, discussions, and conclusions presented, the researcher provides suggestions for Timor Creative People Community Members to develop awareness of the importance of self-control in financial and consumption decision-making, particularly among young models aged 18-22 years who are predominantly highly educated.

For Academics and Further Researchers. Further researchers are advised to expand the scope of the study by considering demographic factors in more depth, such as income background, intensity of social media use, and the influence of a consumptive lifestyle.

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