

Self-Control with Online Shopping Consumptive Behavior in Young Women in Oesapa Village

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Abstract. Teenagers have unrealistic characteristics and are easily influenced so they tend to take action based on emotions, one of which is the consumptive behavior of online shopping. Consumptive behavior is made easier by online shopping and is often done by young women. The purpose of this study was to determine the relationship between self-control and consumptive online shopping behavior among young women living in Oesapa Village. This research is a quantitative study with data analysis using the Spearman correlation technique. Determination of the research sample using the Krejcie & Morgan table with a sample size of 341 young women in Oesapa Village. Methods of data collection using a psychological scale. The measuring instrument used is the Brief Self Control Scale (BSCS) and the consumptive behavior scale of online shopping. The results showed a correlation of -0.203 with sig. 0.000 ($p < 0.05$), which means that there is a negative relationship between self-control and consumptive online shopping behavior among young women living in Oesapa Village.

Keywords: *Consumptive Behavior, Self Control, Young Women*

Abstrak. Remaja memiliki karakteristik yang tidak realistis dan mudah dipengaruhi sehingga cenderung mengambil tindakan berdasarkan emosi, salah satunya adalah perilaku konsumtif belanja *online*. Perilaku konsumtif lebih dimudahkan dengan adanya belanja *online* dan sering dilakukan oleh remaja putri. Tujuan penelitian ini adalah untuk mengetahui hubungan antara kontrol diri dengan perilaku konsumtif belanja *online* pada remaja putri yang tinggal di Kelurahan Oesapa. Penelitian ini merupakan penelitian kuantitatif dengan analisis data menggunakan teknik korelasi *Spearman*. Penentuan sampel penelitian menggunakan tabel Krejcie & Morgan dengan jumlah sampel adalah 341 remaja putri di Kelurahan Oesapa. Metode pengumpulan data menggunakan skala psikologi. Alat ukur yang digunakan adalah *Brief Self Control Scale* (BSCS) dan skala perilaku konsumtif belanja *online*. Hasil penelitian menunjukkan korelasi sebesar -0,203 dengan sig. 0,000 ($p < 0,05$), artinya terdapat hubungan negatif antara kontrol diri dengan perilaku konsumtif belanja *online* pada remaja putri yang tinggal di Kelurahan Oesapa.

Kata kunci: *Perilaku Konsumtif, Kontrol Diri, Remaja Putri*

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Introduction

Adolescents in their development phase is the stage of searching for identity, so one way to do this is to use status symbols in the form of easily visible items to attract attention and maintain self-identity in social groups (Hurlock, 2015). The results of the 2018 Snapchat research on 6,123 respondents, as many as 65% of online shopping consumers were women, and based on age groups, 15-24 years were 31% consumers who did online shopping (Bachdar, 2018). Practical online shopping with various facilities provided, such as offers and payments, provide opportunities for buyers to make purchases periodically (Arisandy, 2017).

Adolescents are associated with consumptive behavior because they want to be recognized for their existence in the social environment and most adolescents do not have income but have large expenses (Wanger, 2009). This is due to physical changes that occur in adolescents and the strong influence of the environment, making adolescents try to present themselves as best as possible in their social environment. consumptive behavior is a behavior that is no longer based on rational considerations but because of a desire that has reached an irrational level (Sumartono, 2002).

The negative impact of online shopping consumptive behavior on adolescents is an imbalance between spending on wants and needs. The psychological impact of consumptive behavior is compulsive buying disorder or shopping addiction, where adolescents find it difficult to distinguish between needs and desires which results in being wasteful continuously (Tiona, 2019). This impact will continue if adolescents cannot control themselves properly. According to Baumister (2002) self-control refers to the capacity to control behaviors that arise spontaneously and replace these behaviors with other appropriate behaviors. These

behaviors can take the form of thoughts (rejecting bad thoughts and trying to concentrate), changing emotions (releasing unpleasant feelings), regulating impulses (resisting temptation), and improving work performance.

Interviews conducted with five young women in Oesapa Village revealed that the phenomenon of online shopping that they do is usually spontaneous because they find items with the latest models and are widely used by their peers, get discounts, gifts they get when buying, these items look great for friends or idols. This behavior shows the tendency of consumptive behavior in terms of online shopping. Oesapa is a village with the highest population density, especially during adolescence and the priority of consumptive behavior research is carried out on young women because adolescents have a specific emotional side and are easily influenced (Utami & Sumaryono, 2008). Hayati., *et al* (2020) found that the contribution of self-control affects the pattern of buying behavior that is excessive and not based on need. Self-control skills possessed by adolescents can suppress consumptive behavior when faced with excessive buying reactions based on desire. The purpose of this study was to determine the relationship between self-control and consumptive online shopping behavior among young women living in Oesapa.

Method

This study uses a quantitative approach with correlational research type. The analytical method used is the Spearman analysis. The data collection process was carried out using a questionnaire and distributed via Google Form. The independent variable in this study is self-control which is measured using the adaptation scale of the Short Self-Control Scale (BSCS) compiled by Tangney et al (2004) with 13 statement items and five answer choices. The adaptation process is carried out in six stages, namely the first stage of translating the original measuring instrument into the target language carried out by two professionals. The second stage is the translation of the equation and the copyright is obtained with the agreed translation. The third stage is translating the measuring instrument into the original

language to see the similarities and differences in meaning in the translation results. The fourth stage is the equalization of the original measuring instrument with the measuring instrument translated by the supervisor. The fifth stage is a trial to see whether the measuring instrument can be implemented properly or not. The sixth stage, data collection using measuring instruments that have been adjusted. The results of the scale trial conducted on 50 adolescents in Kupang City obtained a validity value of 0.67 and a reliability value of 0.769.

The dependent variable in this study is the consumptive behavior of online shopping which is measured using a measuring instrument compiled by the researcher based on the aspects proposed by Lina & Rosyid (1997), namely impulsive buying, irrational buying, and waste with 12 statement items and five answer choices. The results of the scale trial on 50 adolescents in Kupang City obtained a validity value of 0.67 and a reliability value of 0.801. This study involved 341 young women who live in Oesapa Village aged 18-24 years and have or are currently doing online shopping. The sampling technique used the Krijcie & Morgan (1970) table with a 95% confidence level for the population. The process of collecting data uses the help of Google Forms by distributing research questionnaires through social media.

Result

Table. 1 Categorization of Self Control Variables

Categorization	Frequency	Percentage
Low	15	4,4%
Moderate	244	71,6%
High	82	24%
Total	341	100%

Based on table 1, it is known that self-control among young women who live in Oesapa Village with the low category is 15 people (4.4%), then in the moderate self-control category with 244 people (71.6%) and the high control category 82 people (24%).

Table 2. Categorization of Online Shopping Consumptive Behavior Variables

Categorization	Frequency	Percentage
Low	169	49,6%
Moderate	162	47,5%
High	10	2,9%
Total	341	100%

Based on table 2, it can be seen that the consumptive behavior of online shopping carried out by young women is in the low category of 169 people (49.6%), the medium category is 162 people (47.5%) and the high category is 10 people (2.9%).

Table 3. Normality Test

Variable	Asymp. Sig. (2-tailed)	A	Information
Self-control	0,356	0,05	Normal
Online Shopping Consumptive Behavior	0,185	0,05	Normal

Based on table 3, the variable self-control and online shopping consumptive behavior produce the Asymp value. Sig. (2 tailed)> 0.05 (5%). The results of the normality test on the two variables can be concluded that they are normally distributed.

Table 4. Hypothesis test

		Online Shopping Consumptive Behavior
Self-control	Correlation Coefficient	-.203**
	Sig. (2-tailed)	.000
	N	341

Correlation is significant at the 0.01 level (2-tailed).

Based on output data table 4, the correlation coefficient between self-control variables and online shopping consumptive behavior is -0.203, so the level of

correlation is significant at a significance level of 0.01. Significance value or Sig. (2 tailed) of 0.000 <0.05, so there is a significant relationship between the two variables.

Discussion

This study aims to determine whether there is a relationship between self-control variables and online shopping consumptive behavior variables among young women living in Oesapa Village. Based on the hypothesis test using the Spearman correlation test, there is a significant relationship between self-control variables and online shopping consumptive behavior variables. This can be seen in the correlation coefficient which is -0.203 with a negative coefficient which means it is not unidirectional and a significance of 0.000 <0.05.

The results showed that most of the young women in Oesapa Village had a moderate level of self-control, which was 71.6%, and a low level of online shopping consumptive behavior was 49.6%. This shows that increased self-control will be followed by lower online shopping consumptive behavior. The negative and significant relationship between self-control and consumptive online shopping behavior is shown based on the data collected. Young women who have self-control in the moderate category are quite good at controlling behavior and considering the consequences for consumptive behavior.

Lina & Rosyid (1997) argued that consumptive behavior is the act of using goods that are driven by desire. The results showed that young women in Oesapa Village had a low level of online shopping consumptive behavior. This is because a fairly good level of self-control can control consumptive behavior by paying attention to actual needs and not attaching importance to emotional factors for momentary desires. while based on research data, the type of boarding house is dominated by the low category due to the factor of fulfilling the stimulus. Respondents who live in boarding houses are used to thinking about the long-term effects of impulsive action. Goldfried & Merbaum (1973) state that self-control is the

ability to organize, regulate, direct, and guide behavior towards positive action. Self-control allows individuals to regulate thoughts, feelings, and behavior in buying decisions which result in consumptive behavior.

The formation of consumptive behavior in individuals can be influenced by two factors originating from within the individual (internal) and from outside the individual (external). The main factor that can influence consumptive behavior in individuals, especially adolescents, is the rapid development of technology. The convenience provided by technological developments, especially the internet make shifting teenage lifestyles easier, practical, and fast when it comes to online shopping (Siallagan *et al.*, 2021). Research conducted by Ulayya & Mujiasih (2020), one aspect of consumptive behavior is impulsive buying that often occurs in adolescents. Consumptive behavior can be limited if adolescents have good self-control. Age 18-24 years is the stage of late adolescence and early adulthood. Self-control abilities will increase with age.

Nofsinger (2005) states that individuals resist the urge to spend money irrationally by controlling their spending, so that self-control is related to consumptive behavior, and this can also be seen in this study through spending and the frequency of spending per month with a low percentage because self-control refers to the capacity to change responses, especially to conform to standards such as ideals, values, morals, and social expectations to achieve goals (Baumister *et al.*, 2007).

This study is to measure the level of consumptive behavior in online shopping which is focused on young women. The process of determining the sample using the Krejcie & Morgan (1970) table with a 95% confidence level towards the population in Oesapa Village has never been done before. The limitation of the research is that it is difficult for researchers to see the response directly from respondents because the scale of the study is spread through Google Form, the research time is unpredictable due to the Covid-19 epidemic, the researcher does not

mention other factors related to the consumptive behavior of online shopping in this study.

Conclusion

Based on the research results, it can be concluded that self-control and consumptive online shopping behavior has a negative and significant relationship. The higher the level of self-control, the lower the consumptive behavior of online shopping and vice versa, the lower the level of self-control, the higher the consumptive behavior of young women online shopping in Oesapa Village. The existence of sufficient self-control makes young women able to have attitudes about stimuli and consider the consequences in online purchasing decisions that can turn purchasing into consumptive behavior.

Suggestions that can be proposed from this research are for young women to be able to control behavior in terms of online shopping, thus it may not lead to consumptive behavior which will have an impact on the imbalance between fulfilling needs and wants and avoiding wasteful behavior. Parents are also expected to always control children's behavior by looking at spending money and shopping frequency, and not allowing children to make a reference group a role model in terms of dressing only to show status symbols.

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