

Conformity with Compulsive Buying in Adolescents

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Abstract. Compulsive buying is a shopping behavior that is repeated and has a strong urge to shop which is done as a diversion from negative feelings, such as stress and anxiety. Compulsive buying can be influenced by the social environment, where a person will behave following the expectations of others, the presence of pressure, or what is often called conformity. This study aims to determine the relationship between conformity and compulsive buying in adolescents. The approach used is a quantitative approach with the type of correlational research. The measuring instrument in this study used the conformity scale and Edwards Compulsive Buying Scale (ECBS). Participants in this study were teenagers aged 18-24 years totaling 399 teenagers living in the city of Kupang. The result of hypothesis testing using the Spearman correlation technique obtained a correlation coefficient value of 0.208 with a significance level of 0.000 ($p < 0.05$), which means that there is a positive and significant relationship between conformity and compulsive buying in adolescents in Kupang City.

Keywords: *Adolescents, Compulsive Buying, Conformity*

Abstrak. Pembelian kompulsif merupakan perilaku belanja secara berulang dan memiliki dorongan kuat untuk berbelanja yang dilakukan sebagai pengalihan dari perasaan negatif, seperti stres dan kecemasan. Pembelian kompulsif dapat dipengaruhi oleh lingkungan sosial, dimana seseorang akan berperilaku sesuai dengan harapan orang lain, adanya tekanan, atau yang sering disebut dengan konformitas. Penelitian ini bertujuan untuk mengetahui hubungan antara konformitas dan pembelian kompulsif pada remaja. Pendekatan yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian korelasional. Alat ukur dalam penelitian ini menggunakan skala konformitas dan skala *Compulsive Buying*. Partisipan dalam penelitian ini adalah remaja berusia 18-24 tahun berjumlah 399 remaja yang tinggal di kota Kupang. Hasil uji hipotesis dengan menggunakan teknik korelasi *Spearman* diperoleh nilai korelasi sebesar 0,208 dengan signifikansi 0,000 ($p < 0,05$), artinya ada hubungan yang positif dan signifikan antara konformitas dan pembelian kompulsif pada remaja di Kota Kupang.

Kata Kunci: *Konformitas, Pembelian Kompulsif, Remaja*

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Introduction

Shopping is one of the routine things done to meet daily needs. When shopping, each individual carries out a decision-making process to buy a product based on needs and desires (Rahajeng, 2014). Shopping centers that are growing rapidly and provide various kinds of attractive product offers also make someone interested in doing shopping activities.

Lately, many individuals tend to buy something that is not needed or not only to fulfill their needs, but shopping has become a lifestyle. On the other hand, some individuals do this to divert from a bad mood, for example feeling bored and stressed with routine, so they decide to divert by doing things that make them feel happy, relieved, and satisfied (Wijayanti, 2017).

This behavior is called compulsive buying. Compulsive buying is a negative and abnormal buying behavior that makes individuals addicted to shopping and not to get the desired item, but satisfaction in the buying process itself (Hafez, Sahn & Farrag, 2013). Compulsive buying behavior is generally experienced by teenagers. At this time, adolescents experience many changes, the transition from childhood to adulthood, and a period of searching for identity (Santrock, 2007).

One of the factors that influence compulsive buying is conformity. Conformity occurs when individuals follow the attitudes or behavior of others because of their requests, because of the real or imagined requirements of others. A group can have a positive impact on adolescents, but it can also cause negative things, such as influencing consumption patterns at a young age (Pergiwati, 2016).

Teenagers tend to want to have an attractive appearance. This is done by teenagers by buying clothes and various accessories that can support their appearance. Teenagers tend to buy interesting items and items that are popular in their environment, even though they are expensive. Some of them buy an expensive product to maintain their status in front of their friends and feel satisfied after having the product they want (Sholihah & Astuti, 2014).

Research on conformity and compulsive buying also conducted by Howard (2016) found that a person feels it is important to buy a product that is approved by

others and tends to make compulsive buying, such as buying a product that will be a financial burden. There is also a study conducted by Wijayanti (2017), regarding the relationship between conformity and compulsive buying in Psychology students at the State Islamic University of Malang. The results show that there is a positive relationship between conformity and compulsive buying.

Based on the results of a survey conducted by the author to 20 teenagers, it was found that most of them liked shopping activities. In addition to meeting needs, many things make teenagers like shopping, including liking and being interested in these products, shopping is fun, following friends and trends, and shopping will feel happy. The intensity of shopping done by teenagers varies, namely rarely shopping (1-2 times a week & a month) and very often (every day). When shopping, 50% of teens are with friends, 40% are alone, and 10% are with the family. Of the 20 teenagers, 75% of teens feel happy after shopping, 5% feel sad, 5% feel happy & sad.

Based on the description above, researchers are interested in taking the issue of conformity and compulsive buying because based on the phenomena that occur, adolescents are easily influenced by the surrounding environment which can influence shopping behavior. Teenagers do shopping activities as a pleasure, follow friends and trends, feel happy when doing shopping activities. Researchers also have not found research on conformity and compulsive buying done in the city of Kupang, so the authors feel the need to conduct this research. The hypothesis in this study is that there is a relationship between conformity and compulsive buying in adolescents in Kupang City.

Method

This study uses a quantitative approach with the type of correlational research. The data analysis technique used Spearman analysis. Sampling in this study used a convenience sampling technique. The number of samples used was 399 teenagers, which were obtained through the Slovin formula with a standard error of 5% (Sugiyono, 2018). The inclusion criteria were adolescents aged 18-24 years living in Kupang City. The data collection process was carried out using a questionnaire with the help of Google Forms and distributed through social media.

The independent variable in this study is conformity. The measuring instrument uses a conformity adaptation scale compiled by Mehrabian (1995). This scale has been translated into Indonesian. This scale is a Likert scale and consists of 7 items and has 4 answer choices, namely, strongly disagree, disagree, agree, and strongly agree. The scale adaptation process is carried out in four stages, namely the stage of translating the measuring instrument into Indonesian by two professionals. The second stage is to conduct discussions based on the agreed translation results. The third stage is to review the translation results to ensure the equality of the measuring instrument. The fourth stage is to conduct a trial to see whether the measuring instrument is suitable for use or not.

The dependent variable in this study is compulsive buying. The measuring instrument uses the Edwards Compulsive Buying Scale (ECBS) compiled by Edwards (1993). The ECBS scale has been translated into Indonesian. This scale is a Likert scale and consists of 12 items and has 5 answer choices, namely, strongly disagree, disagree, agree, neutral, and strongly agree. Before being distributed the two scales were tested for validity on 25 adolescents so that the conformity and ECBS scales consisted of 12 items and 7 items. After that, the researcher conducted a reliability test, obtained the Cronbach's Alpha value on the conformity scale of 0.421 and ECBS of 0.866.

Results

Statistical processing data that explains the description of respondents based on gender and age can be seen in the table below:

Table 1.
Respondent Data Based on Gender and Age

Characteristics		N	%
Gender	Man	116	29.07
	Woman	283	70.93
Age	18-19	120	30.07
	20-21	136	34.08
	22-23	105	26.32
	24	38	9.53

Table 1 shows the number of research respondents based on gender is not the same, namely male (29.07%) and female 283 (70.93%). Based on the age level, there are 120 respondents (30.07%) with an age range of 18-19 years, as many as 136 respondents (34.08%) with an age range of 20-21 years, as 105 respondents (26.32%) with an age range 22-23 years and 38 respondents (9.53%) with an age range of 24 years.

Table 2.

Distribution of participants by level of conformity and compulsive buying

Variable	Low	Currently	Tall	Total
	N %	N %	N %	N %
Conformity	29 7.26	336 84.22	34 8.52	399 100
Compulsive Buying	98 24.57	277 69.43	24 6	399 100

Based on the table above, it shows that the conformity variable has a moderate category level, namely 336 people (84.22%), while the compulsive buying variable also has a moderate category as many as 277 people (69.43%).

Table 3.

Categorization of conformity by gender

Gender	Conformity Categorization			Total
	Low	Currently	Tall	
Man	11 2.76%	88 22.06%	17 4.26%	116 29.08%
Woman	18 4.5%	248 62.16%	17 4.26%	283 70.92
Total	29 7.26%	336 84.22%	34 8.52%	399 100%

Table 4.

Categorization of Compulsive Purchases by Gender

Gender	Compulsive Buying Categorization			Total
	Low	Currently	Tall	
Man	36 9.03%	73 18.30%	7 1.75%	116 29.08%
Woman	62 15.54%	204 51.13%	17 4.25%	283 70.92%
Total	98 24.57%	277 69.43%	24 6%	399 100%

Tables 3 and 4 above show that based on gender, it is known that the male conformity variable has a moderate category level, namely 73 people (18.30%), while the female compulsive buying variable is in the moderate category, namely 277 people (69.53%).

Table 5.

Categorization of conformity by age

Age	Compulsive Buying Categorization			Total
	Low	Currently	Tall	
18-19	7 1.75%	105 26.32%	8 2%	120 30.07%
20-21	9 2.26%	118 29.58%	9 2.26%	136 34.1%
22-23	7 1.75%	87 21.8%	11 2.76%	105 26.31%
24	6 1.5%	26 6.52%	6 1.5%	38 9.52%
Total	29 7.26%	336 84.22%	34 8.52%	399 100%

Table 6.

Categorization of Compulsive Purchases by Age

Age	Compulsive Buying Categorization			Total
	Low	Currently	Tall	
18-19	33 8.28%	79 19.80%	8 2%	120 30.08%
20-21	32 8.02%	98 24.56%	6 1.5%	136 34.09%
22-23	25 6.27%	76 19.05%	4 1%	105 26.32%
24	8 2%	24 6.01%	6 1.5%	38 9.51%
Total	98 24.57%	277 69.43%	24 6%	399 100%

Tables 5 and 6 above show that of the 399 participants, the highest age is in the range of 20-21 years.

Table 7.

Normality Test Results

Variable	Z	asyp. Sig. (2-tailed)	A	Information
Conformity	2,824	0.000	0.05	Abnormal
Compulsive Buying	1,483	0.025	0.05	Normal

Table 7 shows the distribution of data on the conformity variable is not normal, this is because the significance level of the conformity variable is less than 5% (0.05), while the compulsive buying variable is normally distributed with a significance value of 0.025.

Table 8.

Spearman Correlation Test Results

Variable	R	asyp. Sig. (2-tailed)
Conformity	0.208	0.000
Compulsive buying	0.208	0.000

The results of the correlation test above show that the correlation between the variables of conformity and compulsive buying is 0.208**, which means it has a weak relationship. Based on the results above, it can be seen that the correlation of the two variables is significant because the significance value obtained is $0.000 < 0.05$.

Discussion

This study aims to determine the relationship between conformity, and compulsive buying in adolescents in the city of Kupang. Based on the results of hypothesis testing using the Spearman correlation test, it shows that there is a significant relationship between conformity and compulsive buying. This can be seen from the correlation coefficient obtained by 0.208 with a significance value of $0.000 < 0.05$, which means that there is a significant relationship between conformity variables and compulsive buying.

Based on the results of research on the conformity variable, the researcher found that the variable was included in the medium category with a total of 336 people (84.22%). From this percentage, adolescents in the city of Kupang have a moderate level of conformity, where they change attitudes and behavior according to the opinions of others to be accepted in the environment. This is following Bandura's (1977) social learning theory which states that the surrounding environment will affect a person's behavior, which causes individual reactions and can provide a stimulus for individuals to do something based on what is seen and observed in the environment. Some will buy products that are approved by others and tend to make compulsive buyings even though it will be a financial burden (Sari, 2016).

Based on the results of research on the variable of compulsive buying in adolescents, the researchers found that the variable was included in the moderate category with a total of 277 people (69.43%). From the results of this study, adolescents in the city of Kupang have a moderate level of compulsive buying, meaning that adolescents spend time shopping and buying things that are not needed. The results of the research found are different from research from Wijayanti (2017), regarding the relationship between conformity and compulsive buying in

Psychology students at the State Islamic University of Malang. The results showed that participants in the study had low rates of compulsive buying because they did not prioritize shopping in life and saw the need to buy an item more.

The existence of a relationship between conformity and compulsive buying is in line with research conducted by Wirawan (2012), regarding the relationship between conformity and compulsive buying of fashion products in adolescents, finding that there is a positive and significant relationship between conformity and compulsive buying. The correlation coefficient value obtained is 0.285 with a significance value of 0.003 ($p < 0.05$). This is supported by Howard's research (2016), finding that normative conformity influences the tendency to make compulsive purchases. Normative conformity causes changes in a person's behavior so that the individual is liked and accepted by the group. Research result from Rohman & Baidun (2013) shows the conformity has a significant positive influence on compulsive buying in adolescents.

Furthermore, when viewed by age level, it was found that Kupang City teenagers in the age range of 20-21 years tended to show higher conformity behavior and compulsive buying. Gwin, et al. (2004) found that ages ranging from 18-21 years have a high tendency to make compulsive purchases. The characteristics of adolescents who are looking for self-identity often cause problems, including shopping behavior. There is even a tendency to compulsively buy. Unstable adolescent emotional maturity causes various symptoms of negative and unnatural buying behavior (Mangestuti, 2014).

The results of the analysis of conformity variables based on gender showed that men had a moderate category level of 88 people (22.06%), and women had a moderate category level of 248 people (62.16%). The results of the analysis of compulsive buying variables based on gender showed that men were in the moderate category as many as 73 people (18.30%), and women as many as 248 people (51.13%).

Based on the results of the study above, it shows that women have a higher tendency to make purchases than men. This is in line with research by Lee & Workman (2015), which found that women showed a higher tendency to make

compulsive purchases. Shopping has a social and emotional impact on women. Shopping helps them to reduce anxiety, stress, boredom, low self-esteem, and even depression in their daily lives (Ergin, 2010).

Conclusion

Based on the research conducted, it can be concluded that there is a positive and significant relationship between compulsive buying and conformity in adolescents in Kupang City. The results of the Spearman correlation analysis obtained a correlation coefficient (r) of 0.208 and a significance value (p) = 0.000 < 0.05. This means that the higher the level of conformity, the higher the compulsive buying in adolescents in the city of Kupang. Conversely, the lower the level of conformity, the lower the compulsive buying behavior in adolescents in Kupang City.

Suggestion

The suggestions proposed in this study are for adolescents and future researchers. For teenagers in Kupang, they are expected to be able to control themselves, control their emotions, pay more attention to the desire to shop excessively by prioritizing the scale of priorities rather than the mere desire to be accepted and liked by the group, be more selective in making friends, and be able to manage finances more effectively.

Future researchers are expected to find out more about the factors that influence compulsive buying and balance the number of research respondents between women and men.

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