THE RELATIONSHIP BETWEEN CONFORMITY AND IMPULSIVE BUYING IN ADOLESCENTS IN MAKASSAR CITY

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ABSTRACT

Teenagers are known as trendsetters who can quickly follow the latest trends and become a very easily influenced group. Teenagers often purchase attractive products impulsively and only follow their peers in their group and environment. Impulsive buying is the emergence of a sudden urge and a solid feeling to buy without any pre-planned purchases. This study aims to determine the relationship between conformity and impulsive buying among adolescents in Makassar City. The hypothesis in this study is that there is a relationship between unity and impulsive buying among adolescents in Makassar City. The results showed a significance value of 0.049 and a correlation coefficient of 0.198, which means there is a weak and positive relationship between conformity and impulsive buying among adolescents in Makassar City. This research was conducted on 100 young girls and boys aged 13-18 with a peer group and teenagers living in Makassar City.

Keywords: conformity, impulsive buying, trends, teenagers

INTRODUCTION

Teenagers are known as trendsetters because teenagers are the group most easily influenced by trends. Teenagers are quickly able to follow the latest trends issued by various companies. Teenagers follow directions because in their lives, they are also surrounded by their peers, so when teenagers do not follow trends, they will feel anxious if they are not accepted into the group (Herlina, 2007).

The Nielsen Company assesses that the trend of shoppers in Indonesia is growing and increasing impulsive every year. The results of research conducted by the company on Indonesian society in five major cities, namely, Jakarta, Bandung, Surabaya, Makassar and Medan. Higher impulsive purchases were made in these five cities without planning when shopping (Decilya, 2011). In line with this, the results of an initial survey conducted by researchers in the field using as many as 35 teenagers as respondents provide an overview of the data regarding
the product that is most often purchased by teenagers, namely clothing with a percentage of (68.6%) and followed by food choices with the percentage of (65.7%), drinks with a percentage of (42.9%), shoes with a percentage of (57.1%), bags with a percentage of (40%), skincare with a percentage of (34.3%), make-up with a percentage of (20%), and the last selected jewellery with a percentage of (2.9%).

The results of a survey by Nielsen in 2012 showed that Indonesian consumers have a more significant nature and desire to shop than other Asian countries. The millennial generation has higher spending plans, where as many as 47% of Indonesian respondents intend to buy luxury goods, and 19% spend more money buying things unplanned. Millennials in Indonesia, namely 50%, are impulsive consumers buying unplanned products (Primadhyta, 2015). Furthermore, research conducted by Afandi and Hartati (2017) shows that 5.7% of teenagers in Indonesia tend to make high-impulse purchases. This is because teenagers like price discounts and the existence of peer groups that have a significant influence, thus making teenagers make impulsive purchases.

Adolescents have emotional maturity that is not yet stable and is also looking for self-identity, which tends to bring up various symptoms in purchasing products or services. This encourages the emergence of impulse purchases that are not reasonable. Impulse purchases are no longer based on needs. However, they are made because they want to follow the latest trends and need to be accepted, so teenagers follow the latest trends and make impulsive purchases of products or services (Ernayanti & Marheni, 2019).

Impulsive buying is a behaviour that arises in individuals to buy unplanned products or services. (Sulistiowati & Widodo, 2015). Impulsive buying can occur when consumers make purchases because they simultaneously appear interested in a brand or product (Sari, 2014). Impulsive buying can lead to emotional conflicts where individuals pay less attention to the consequences when buying unplanned products (Verplanken & Sato, 2011).

Beatty and Ferrell (1998) put forward several factors in impulsive buying, namely factors of consumers' mood conditions, social and environmental influences, product categories and store influences, demographic factors, and individual personality factors. The influence of the environment in impulsive buying is that individuals in a group have a high level of impulsive tendencies to emerge. This makes individuals easily influenced by groups so that individuals follow and adjust to make impulsive purchases.

Social influence is how other individuals and situations influence and change behaviour (Carter & Seifert, 2017). Social norms in groups also make individuals adapt and behave in a social environment to survive (Meinarno & Sarwono, 2018). Therefore, social influences and social norms in groups have an essential role for adolescents and make adolescents strive for conformity with peers in the group.

Peer groups in adolescents are included in the reference group, which plays a vital role in influencing adolescents to make purchases. Reference groups directly influence the individual's behaviour, such as family, peers and neighbours or indirectly, such as official groups (Setiadi, 2003). The influence of peer groups
on other adolescents can increase according to the level of conformity carried out. The impact of peer groups on impulsive buying depends on the group's influence, which gives consideration, encourages buying, and is neutral (Rahayu, 2017).

Group influence has three ways of influencing members in a group, namely introducing lifestyle and behaviour to other individuals; influencing attitudes and self-concept; and putting pressure on product and brand choices (Kotler & Keller, 2008). Individuals who are group members have reasons for joining the group, namely to obtain helpful information, gain recognition and avoid rejection, and obtain meaning that is used to build the individual's self-concept (Dwiastuti et al., 2012). Adolescents who conform to their group will try to adjust to the group (Alfiah & Budiani, 2014).

Schiffman and Wisenblit (2015) suggested the factors that influence the reference group, one of which is conformity. It aims to increase consumer conformity by influencing group members. Reference groups influence their members in some ways, namely by providing information or making members aware of existing products and brands, providing opportunities to compare their thoughts with group behaviour, and validating members' decisions to follow and use the same products as other members in the group.

The results of research conducted by Pradipta (2018) show a positive and significant relationship between conformity and impulsive buying. The higher the conformity, the higher the tendency to buy impulsively and conversely, if the conformity is low, the impulse buying is also low. The research results from Ernayanti and Marheni (2019) show that conformity with peers significantly influences impulsive buying among young women in Denpasar, where the higher the conformity, the higher the impulsive buying.

Teenagers are the group most easily influenced by trends. This trend is carried out so that teenagers get recognition and are accepted in groups and their environment; it can lead to impulsive buying in buying products or services made by teenagers due to demands from the group and their environment. The demands from the group and their environment make them change their values, attitudes, and interests to strive for conformity to be accepted. Based on the above phenomena that are often encountered and which often occur, the researcher is interested in researching conformity relationships with impulsive buying among adolescents in the city of Makassar.

METHODS

The research used is correlational. Explanation of correlational research, namely research that sees a relationship between variables (Periantalo, 2016). This study's population were all adolescents living in the city of Makassar. The sample used was adolescents aged 13-18 years with a peer group of 100 participants using a random sampling technique, namely giving equal opportunities to respondents to be selected as research respondents. Description of research respondents based on gender can be seen through the following table:
Table 1. Description of the research respondents

<table>
<thead>
<tr>
<th>No.</th>
<th>Gender</th>
<th>Number of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Woman</td>
<td>72</td>
<td>72%</td>
</tr>
<tr>
<td>2.</td>
<td>Man</td>
<td>28</td>
<td>28%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Based on the table of descriptions of research respondents based on gender above, it shows that there were 72 female respondents with a percentage of 72% and 28 male respondents with a percentage of 28% of the total 100 respondents.

Researchers will collect the data using a psychological scale according to the aspects of the two variables with the *Likert* model. There are two types of scales used, namely the *impulsive buying scale* and the conformity scale, with the reliability as follows:

Table 2. The results of the reliability test of the *impulsive buying scale*

<table>
<thead>
<tr>
<th>Scale description</th>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trials</td>
<td>.837</td>
<td>32</td>
<td>High reliability</td>
</tr>
<tr>
<td>Study</td>
<td>.828</td>
<td>20</td>
<td>High reliability</td>
</tr>
</tbody>
</table>

Table 3. Results of the conformity scale reliability test

<table>
<thead>
<tr>
<th>Scale description</th>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trials</td>
<td>.839</td>
<td>16</td>
<td>High reliability</td>
</tr>
<tr>
<td>Study</td>
<td>.800</td>
<td>14</td>
<td>High reliability</td>
</tr>
</tbody>
</table>

Furthermore, researchers will use the *Pearson product-moment correlation test* using SPSS (*Statistical Program for Social Science*) version 23.

**FINDINGS & DISCUSSION**

**Findings**

Based on the results of the linearity test, it shows a significance value of 0.034 <0.05, so it is stated that conformity and *impulsive buying* are assumed to have a linear relationship.

Table 4. Linearity test results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Significance Value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Impulsive Buying</em> conformity</td>
<td>.034</td>
<td>linear</td>
</tr>
</tbody>
</table>

Further analysis found that the value of the correlation coefficient was 0.198, which means it was classified as weak and positive between the two
variables. In comparison, the significant value indicated a value of 0.049 $p < 0.05$, with a relationship between the two variables. *Pearson product-moment* correlation test results can be seen in the following table.

Table 5. Correlation test results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Correlation coefficient</th>
<th>Significance</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impulsive buying</td>
<td>.198</td>
<td>.049</td>
<td>Significant</td>
</tr>
<tr>
<td>conformity</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

With this, the study's results indicate a relationship between conformity and *impulsive buying* in adolescents in the city of Makassar. The results of the study show that there is a relationship between conformity and *impulsive buying* among adolescents in the city of Makassar.

Furthermore, even though the data analysis results are significant, when viewed in detail, impulsive buying and conformity in adolescents are not in the high category, but both variables are in the medium category.

Table 6. Categorization of *impulsive buying*

<table>
<thead>
<tr>
<th>Category</th>
<th>Value intervals</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>20-39</td>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td>Currently</td>
<td>40-59</td>
<td>88</td>
<td>88%</td>
</tr>
<tr>
<td>Tall</td>
<td>60-80</td>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Based on the results of the categorization in the table above, it shows that the research respondents who have a low level of *impulsive buying* are 6 respondents with a percentage of 6%, the medium category is 88 respondents with a percentage of 88%, and 6 respondents are in the high category with a percentage of 6%. The results of these data indicate that the respondents studied have a moderate level of *impulsive buying*. Meanwhile, conformity categorization is also in the medium category.

Table 7. Categorization of conformity

<table>
<thead>
<tr>
<th>Category</th>
<th>Value intervals</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>14-28</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Currently</td>
<td>29-42</td>
<td>81</td>
<td>81%</td>
</tr>
<tr>
<td>Tall</td>
<td>43-56</td>
<td>19</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100%</strong></td>
<td></td>
</tr>
</tbody>
</table>

The results of the categorization table above show that no research respondents have a low level of conformity. Respondents who had moderate conformity were 81 respondents, with a percentage of 81%, and as many as 19
respondents, with a percentage of 19%, were in the high category. The results of these data indicate that the respondents who studied have a moderate level of conformity.

**Discussion**

The Pearson product-moment correlation test results, which show a value of 0.198, mean that the correlation between the two variables is included in the weak category and is positive. A positive relationship indicates that the higher the level of conformity, the higher the **impulsive buying** that is done and the lower the conformity, the lower the **impulsive buying** that is done. This relationship indicates that the hypothesis in this study is accepted, namely when there is a relationship between conformity and **impulsive buying** in adolescents in Makassar City.

Variable relationships classified as weak can occur due to various factors, including demographics. Research by Cholilawati and Suliyanthini (2021) said consumer behaviour changed before and after the Covid-19 pandemic. The Covid-19 pandemic has only ended in the last few years. However, new habits were born due to the pandemic, one of which is that the pattern of seeking information has changed indirectly or online, so many teenagers make purchases online now.

Teenagers in the study showed a moderate level of categorization in conformity, which was 81%. These results indicate that as many as 81 out of 100 respondents have moderate conformity. Conformity is happening because teenagers conform only to certain things that are confirmed. Moderate conformity can occur due to normative social aspects. Baron and Byrne (2005) suggest that normative social aspects occur because of the adolescent's desire to be liked and the fear of rejection in their group. In the moderate category, conformity occurs because adolescents do not change their behaviour to be liked by other individuals, and there is no fear that adolescents get in groups and their environment. Conformity happens because teenagers only follow a few things, and not all are confirmed.

Furthermore, the categorization results based on gender conformity showed that as many as 60 women were in the moderate categorization while 21 men were in the moderate categorization. This shows that the moderate categorization level was higher for women than men. Conformity is more common in women because women are described as gentle, wise, caring about other individuals, easily attracted by appearances, and having a great need for security (Taylor et al., 2009). Research conducted by Ernayanti and Marheni (2019) said that young women are very easily influenced because they have differences in presenting themselves in a social environment and tend to follow what their friends say.

The categorization results based on the gender of **impulsive buying** show that as many as 65 women are in the medium category. As many as 23 men are in the moderate category. This shows that the level of moderate categorization in women is more than in men. **Impulsive buying** is more common in women because young women have more needs than men. Adolescent girls also have many things in common, namely the urge to buy products because they see
exciting and funny products, giving rise to impulsive purchases (Ernayanti & Marheni, 2019). Research conducted by Tifferet and Herstein (2012) shows that women are more likely to make impulsive purchases than men because of conditions in shopping places that sometimes provide comfort for women.

The results of the categorization of impulsive buying showed that as much as 88% indicated being in a moderate level of impulsive buying. Impulsive buying is interpreted as a strong urge when buying, but there are several considerations made by teenagers when shopping. Impulsive buying is an unexpected purchase based on strong feelings where purchases occur when individuals suddenly decide to buy directly where they were not planned before (Hoyer & Maclnnis, 2008).

Adolescents who tend high impulsive buying will decide immediately to buy products that make these individuals feel interested without thinking twice about buying these products (Sulistiwati & Widodo, 2015). Teenagers with a moderate level of impulsive buying bring up an impulse when shopping, but by considering the product first. Purchases made by teenagers only on a few products, such as clothes, are trending. Teenagers buy these products because of a sudden urge to buy them.

CONCLUSION

The results showed a relationship between conformity and impulsive buying among adolescents in Makassar City, with a significance value of 0.049 (p <0.05) and a correlation coefficient of 0.198. The categorization results show that as many as 81% of teenagers have a moderate level of conformity, and as much as 88% have a moderate level of impulsive buying. This study concludes that the higher the conformity of adolescents in impulsive buying, the higher the impulsive buying will also be done. Conversely, if conformity is low, impulsive buying is also low.

REFERENCE


