

Relationship Between Peer Conformity and Consumptive Behavior in Purchasing Skincare Products Amongst Female College Students in Yogyakarta

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Abstract. College students as teenagers assume that people with attractive physical appearance will be treated better. The desire to have an attractive appearance triggers consumptive behavior in purchasing skincare. Consumptive behavior is influenced by the reference group and one of the efforts of female college students to be accepted by social groups is to make peers as a reference group so that conformity occurs. The purpose of this study is to determine the relationship between peer conformity and consumptive behavior in purchasing skincare products among female college students in Yogyakarta. The respondents of this study were 115 female college students who use skincare products for the face aged 18-21 years who studied in Yogyakarta using a purposive sampling technique. Analysis of research data using product moment shows a positive and highly significant relationship between peer conformity and consumptive behavior with a sig value. (p) of 0.000 ($p < 0.01$) and $r = 0.323$.

Keywords: Consumptive Behavior, Peer Conformity, Female College Student.

1 Introduction

College students can be said to be a group of people who are still considered teenagers, on average they are around 18-21 years old [22]. [21] stated that ages 18-21 years are included in late adolescence [21]. During this period, college students who are still teenagers experience various developments which include physical changes related to the body, cognitive changes related to concrete thinking, and socioemotional changes related to relationships with the opposite sex [29]. Physical changes that occur during adolescence cause teenagers to experience dissatisfaction with their bodies [4]. Physical attractiveness is an important aspect for teenagers, they think that people with an attractive physical appearance will be treated better than people who have a less attractive physical appearance, so teenagers think about ways they can improve their appearance [4]. Teenagers, especially female teenagers, are willing to spend more money to maintain their appearance.

Facial care or skincare products are appearance-supporting products that are currently booming among teenagers, including female college students. According to a survey conducted by ZAP

Clinic in 2019, it showed that 43.6% of women in Indonesia started using skincare before the age of 19 [8]. Juliana stated that a beautiful, fashionable, and modern appearance with the use of beauty products is the dream of many women, including female college students [18]. [18] further stated that to fulfill appearance needs, female college students are willing to spend money to buy products that can support their appearance, one of which is skincare [18]. The desire to have a beautiful, fashionable, and modern appearance triggers consumptive behavior [2]. Consumptive behavior is behavior that is generally inherent in an individual if the individual buys something outside of rational needs, because purchases are no longer based on aspects of need, but are based on desires which is already excessive [28].

Consumptive behavior can have various negative impacts on the perpetrators. [11] said that consumptive behavior among college students will have a negative impact if it is carried out continuously without any control over themselves. [11]. Consumptive behavior has negative impacts, including reduced opportunities to save or be wasteful, a tendency not to think about future needs, and giving rise to social jealousy [11]. This is not in line with developmental tasks during adolescence. Havighurst revealed that one of the tasks of adolescent development is to prepare themselves to be economically independent [21].

Based on interviews conducted by researchers with three female college students in Yogyakarta who use skincare products, on average within one month they spend 23% of the money they have to buy skincare products. They also stated that skincare products are quite expensive. Even though it is expensive, the three female college students still buy skincare because skincare is very important to them. According [15], ideally, the budget for lifestyle is 5% of income [15]. This fact shows that female college students have consumptive behavior towards skincare products. Moreover, skin care is not included in primary needs. Skincare products are included in tertiary needs because using skincare is self-care or skincare that aims to clean oneself or to decorate oneself [17].

Consumptive behavior that occurs among female college students can be influenced by various factors. [19] said that consumptive behavior is influenced by three factors, the first is cultural factors, consisting of culture, sub-culture, and social class. The second is social factors, consisting of: cliques, reference groups, family, roles, and status. The third is personal factors, including age, stage in the life cycle, employment, economic conditions, personality, self-concept, and lifestyle [19]. Female college students who are still teenagers spend a lot of time with their peers. The bonds of friendship between peers that exist make college students use their peers as a reference group. [26] said that reference groups in a person's life can come from peers, co-workers, or celebrities [26]. During adolescence, the pressure to conform to peers is very strong [30]. This very strong peer pressure causes individuals to adjust themselves to be in harmony with the group, or what is usually called conformity. The presence of real or imagined group pressure causes a change in behavior or beliefs which is usually called conformity [23].

[5] revealed that conformity is a type of social influence in which a person changes their attitudes and behavior to conform to existing social norms [5], [24]. Peer conformity can be seen from the equal age and maturity level of individuals [16]. [30] explains that peer groups have an important role in adolescent development, teenagers get various sources of information about the world outside their families [30]. In social interactions, individuals tend to avoid conflict, this is done by individuals to be accepted in a group [20]. One of the individual's efforts to be accepted in a social group is conformity [20].

Qualitative research on consumptive behavior in purchasing skincare among college students conducted by [27]. on four college students found that one of the factors influencing consumptive behavior in purchasing skincare was social factors [27]. This social factor is in the form of suggestions from friends. Based on this research, we can see that college students use suggestions or opinions from friends as a guide in taking action. Dependence on other people is often the source of the tendency to conform [5], [20]. College students who carry out conformity trust various information obtained from friends, including when purchasing facial care or skincare products. In line with the study results of [27]., another research conducted by [12] shows that 10.9% of consumptive behavior among boarding school college students is influenced by conformity.

Based on the explanation above, this research is important to carry out because there has been no research that has examined the relationship between peer conformity and consumptive behavior in purchasing skin care products, especially skincare for the face, among female college students aged 18-21 years. At this age, female college students are in their teenage years, where during this period teenagers have developmental tasks that must be achieved, namely preparing themselves to be economically independent.

2 Literature Review

2.1 Consumptive Behavior

Consumptive behavior is a form of incomplete product use [13]. That is, when a product that is used has not run out, someone has used the same type of product but with a different brand [13]. Meanwhile, according to Lina & Rosyid, consumptive behavior is a behavior that is generally inherent in individuals when these individuals buy something outside of rational needs because purchases are no longer based on aspects of need but have reached the level of excessive desire [28].

2.2 Peer Conformity

[5] revealed that conformity is a type of social influence in which a person changes their attitudes and behavior to conform to existing social norms [24]. Peer conformity can be seen from the age and maturity level of equivalent individuals [16]. Pearl, Bryan & Herzog state that peer conformity can be positive or negative [1]. According to [1], relationships with peers who support each other in terms of goodness will have a positive impact [1]. However, if peers tend to invite maladaptive things, it will have a negative impact [1]. Aryani revealed that negative conformity can be seen in behaviors such as brawls, extortion, speeding, theft, drunkenness, drug consumption, and smoking, as well as various forms of behavior that are seen as maladaptive behavior [1]. In this case, consumptive behavior is included in maladaptive behavior. Conformity dan consumptive behavior are related [12], [13], [32].

2.3 Skincare

Skincare is a skin care product that functions to help keep the skin healthy and well-groomed and protect against free radicals that will cause damage to the epidermal layer of the skin [33]. Meanwhile, according to [34] skincare is a series of treatments for the skin that are useful for maintaining the health and beauty of the skin, including the face. The use of skincare can start from facial wash, toner, serum, day cream, sunscreen, lip balm, and so on [35]. Skincare products discussed in this study are products that focus on facial skin care. The skin care products used on the face such as facial cleansing soap, toner, serum, moisturizer, eye cream, face mask, sunscreen, and others.



Fig.1. Framework

Hypothesis: There is a relationship between peer conformity and consumptive behavior.

3 Method

This research used a quantitative descriptive design with a correlational approach. Quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples.

3.1 Population & Sample

The population in this research were female college students using skin care products for the face, aged 18-21 years who were studying in Yogyakarta. The sample used in this research was 115 female college students with a sampling technique using purposive sampling. The sample criteria used were, 1) female college students studying in Yogyakarta, 2) aged 18-21 years, 3) using skincare products for the face. Determination of the sample size in this research used the Leme show formula because the population size was not known with certainty.

$$n = \frac{Z^2 \cdot P (1-P)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5 (1-0,5)}{0,1^2}$$

$$n = 96,04 = 97$$

where :

n = number of samples

z = z score at 95% confidence = 1,96

p = maximum estimate = 0,5

d = sampling error = 10%

So, in this research, the minimum sample taken is 97 respondents.

3.2 Data Collection

This research used psychological scales as a data collection method. A scale is a measuring instrument in the form of a set of questions designed to reveal certain attributes through responses to these questions [3]. This research used a Likert scale. The scale presented consists of stimuli in the form of statements whose contents match the behavioral indicators (favourable) and whose contents contradict the indicators (unfavorable).

The scale instrument was prepared based on aspects of the two variables through a modification process by calculating validity and reliability. The consumptive behavior scale in this research is a modification of the scale compiled by Rais based on aspects of [25] consumptive behavior, namely: impulsive buying, non-rational buying, wasteful buying [25]. Consists of 27 items with four answer choices, namely very suitable, suitable, not suitable, very not suitable, getting a reliability result of 0.897.

Meanwhile, the peer conformity scale in this research is a modification of the scale compiled by [24] based on aspects of [5] conformity, namely: normative and informational [24]. Consists of 18 items with four answer choices, namely very suitable, suitable, not suitable, and very not suitable, getting a reliability result of 0.884.

The data collection process in this research was carried out online using Google Forms. To obtain respondents who fit the research criteria, researchers distributed the research scale by including the criteria for respondents who could fill in the research scale on the Google form page. Data collection was carried out by distributing the Google form link via social media platforms including WhatsApp, Instagram, and Twitter.

3.3 Data Analysis

The data analysis technique used is descriptive analysis and hypothesis testing carried out using the SPSS program version 26 for Windows. Descriptive analysis produces a minimum score, maximum score, mean, and standard deviation (SD) which are then divided into three categories, namely high, medium, and low. Researchers used descriptive analysis to obtain the number of boundaries between consumptive and nonconsumptive as well as conformist and non-conformist, which did not exist in previous research [32]. The method used in data analysis is product moment correlation, where researchers first conduct a classic assumption test, namely the normality test using the Kolmogrov-Smirnov technique and the linearity test before conducting hypothesis testing.

4 Results

4.1 Respondent Characteristics

Based on the obtained by researchers, the following is the data on the characteristics of the respondents:

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Female	115	100%

Σ	115	100%
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Based on the data from the table, it is known that 100% of respondents are female.

Table 2. Characteristics of Respondents Based on Age

Age	Frequency	Percentage
18 Years Old	11	9,57%
19 Years Old	20	17,39%
20 Years Old	43	37,39%
21 Years Old	41	35,65%
Σ	115	100%

Based on data from 115 female college students, it can be seen that there are 11 female college students aged 18 years with a percentage of 9.57%, 20 female college students aged 19 years with a percentage of 17.39%, 43 female college students aged 20 years with a percentage of 37.39%, as well as 41 female college students aged 21 years with a percentage of 35.65%.

4.2 Description of Research Data

Table 3. Hypothetical and Empirical Data Scores

Variable	Possible Score (Hypothetical)				Score Obtained (Empirical)			
	Min	Max	Mean	SD	Min	Max	Mean	SD
Consumptive Behavior	27	108	67,5	13,5	35	76	53,21	8,402
Peer Conformity	18	72	45	9	24	53	38,43	5,348

According to the data obtained, it can be seen that the consumptive behavior has a hypothetical mean greater than the empirical mean ($67.5 > 53.21$). This means that the consumptive behavior of respondents tends to be low. The comparison of the hypothetical and empirical standard deviation values of consumptive behavior, shows that the hypothetical standard deviation is greater than the empirical standard deviation ($13.5 > 8.402$), which means that the consumptive behavior scores of the respondents have low variation. In the peer conformity variable, it can be seen that the hypothetical mean is greater than the empirical mean ($45 > 38.43$). This means that respondents' peer conformity tends to be low. The comparison of the hypothetical and empirical standard deviation values of peer conformity shows that the hypothetical standard deviation is greater than the empirical standard deviation ($9 > 5.348$), which means that the respondents' peer conformity scores have low variation. Determination of categorization was carried out based on hypothetical score calculations and the following results were obtained:

Table 4. Distribution of Consumptive Behavior Levels

No	Consumptive Behavior Levels	Frequency	Percentage
1.	High	0	0%
2.	Medium	58	50,43%
3.	Low	57	49,57%
	Σ	115	100%

According to the table, it is known that there are 0% of female college students have a high level of consumptive behavior, 58 female college students have a medium level of consumptive behavior with a percentage of 50.43% and 57 female college students have a low level of consumptive behavior with a percentage of 49.57 %.

Table 5. Distribution of Peer Conformity Levels

No	Distribution of Peer Conformity Levels	Frequency	Percentage
1.	High	0	0%
2.	Medium	83	72,17%
3.	Low	32	27,83%
Σ		115	100%

According to the table above, it is known that that there are 0% of female college students who have a high level of peer conformity, 83 female college students have a medium level of peer conformity with a percentage of 72.17% and 32 female college students have a low level of peer conformity with a percentage 27.83%.

4.3 Normality test

The results of the normality test using the Kolmogorov-Smirnov test are as follows:

Table 6. Normality Test Results

Variable	Normality Index	Sig.(p)	Information
Consumptive Behavior	0,069	0,200	Normally Distributed Data
Peer Conformity	0,064	0,200	Normally Distributed Data

According to the normality test summary table, it is known that the sig. (p) the consumptive behavior variable is 0.200 and peer conformity variable is 0.200. This value is greater than the level of significance, namely 0.05. This means that the data obtained from the variables of consumptive behavior and peer conformity are normally distributed.

4.4 Linearity Test

The results of the linearity test are as follows:

Table 7. Linearity Test Results

Variable	<i>Linearity</i>		<i>Deviation from Linearity</i>		Information
	F	Sig. (p)	F	Sig. (p)	
Consumptive Behavior * Peer Conformity	13,388	0,000	1,090	0,372	Linear

According to the linearity test, it is known that the sig. (p) linearity of the consumptive behavior and peer conformity variables is 0.000. This value is smaller than the linearity significance level, namely 0.05. Meanwhile, the sig value. (p) deviation from linearity of consumptive behavior and peer conformity variables is 0.372. This value is greater than the level of significance of deviation from linearity, namely 0.05. This means that the data obtained from these two variables is linear.

4.5 Hypothesis Test

The results of the hypothesis test are as follows:

Table 8. Hypothesis Test Results

Variable	Correlation coefficient (r)	Sig. (p)	Information
Consumptive Behavior with Peer Conformity	0,323	0,000	Highly Significant

According to the results of the hypothesis test, the sig. (p) < 0.01, namely 0.000, which means that the two variables between consumptive behavior and peer conformity have a very significant relationship. Apart from that, the correlation coefficient (r) for the two variables is 0.323. The positive correlation coefficient (r) indicates that the direction of the relationship between consumptive behavior and peer conformity is positive or in the same direction. It can be assumed that the higher the conformity of peers, the higher the consumptive behavior and vice versa.

4.6 Coefficient of Determination Test (R Square)

Table 9. Coefficient of Determination Test Results (R Square)

	<i>Measures of Association</i>			
	R	R Squared	Eta	Eta Squared
Consumptive Behavior * Peer Conformity	.323	.104	.547	.299

Based on the table, it is found that the R Square value is 0.104 or 10.4%, which means that the independent variable peer conformity influences the dependent variable consumptive behavior by 10.4%.

5 Discussion

The purpose of this research is to determine the relationship between peer conformity and consumptive behavior. This research involved 115 respondents who had the characteristics of female college students using skincare for the face who were studying in Yogyakarta and aged

18-21 years. Regarding age, from 115 respondents, it is known that there are 11 female college students aged 18 years, 20 female college students aged 19 years, 43 female college students aged 20 years, and 41 female college students aged 21 years. [21] stated that globally, adolescence takes place between the ages of 12-21 years [21]. Furthermore, [21] stated that ages 18-21 years are included in late adolescence [21].

Based on the analysis of research data that has been obtained, from 115 respondents it is known that there are 0% of female college students have a high level of consumptive behavior, 58 female college students have a medium level of consumptive behavior with a percentage of 50.43% and 57 female college students have a low level of consumptive behavior with percentage 49.57%. This data shows that the majority of female college students who use skincare for the face in Yogyakarta have consumptive behavior in the medium category. This means that the majority of respondents to this research still tend to make excessive purchases without considering the consequences [28].

Research data shows that 49.57% of female college students have a low level of consumptive behavior in purchasing skincare. This shows that college students purchase an item according to prior planning and consideration [14]. Apart from that, the low level of consumptive behavior also shows that female college students prioritize their priorities or buy only according to their needs and do not prioritize feelings or prestige [14].

The high and low levels of individual consumptive behavior are of course influenced by various factors, one of which is peer conformity. [13] stated that the more conforming female college students are to their group, the easier it is to be influenced by consumptive behavior [13]. In this regard, based on data obtained from 115 respondents, there are 0% of female college students have a high level of peer conformity, 83 female college students have a medium level of peer conformity with a percentage of 72.17% and 32 female college students have a low level of peer conformity with a percentage of 27.83%. This data shows that the majority of female college students who use facial skincare in Yogyakarta have a medium level of peer conformity. This means that the respondents of this research sometimes develop a feeling of conforming to the group in order to be liked, gain acceptance and avoid rejection and try to show behavior in accordance with the information obtained from the group because of the desire to be right [9].

Research data shows that 27.83% of respondents have a low level of peer conformity. According to [7] there are several factors that cause individuals to choose not to conform, including: the first is the actor-observer effect, the actor-observer effect appears in the following picture: as actors, we feel pressure to conform arising from group membership, but as observers, we will become sensitive to restrictions on our personal freedom [7]. Dong et al. reasoned that as a result, observers experience reactance, namely the feeling that our personal freedom is restricted, and we must resist strong pressures to conform in order to maintain our individuality [7], [10]. Branscombe & Baron added that recent research shows that in some situations, individuals experience strong pressure to do exactly what other people do [7]. However, the person observing the action does not experience such pressure [7].

The second is power, [7] state that power seems to liberate those who possess it from situational control and makes them relatively resistant to conformity pressures [7]. The third is the desire to be unique, humans have a need for uniqueness [7]. When the need for uniqueness is threatened, humans will actively resist conformity pressures to restore their sense of uniqueness. [7]. The fourth is the benefit of not conforming. According to [6], individuals will be seen as having high status when they do not conform. [6], [7]. The reason is that nonconforming people

are seen as having higher autonomy, which allows them to behave as they wish in almost every situation. Meanwhile, those who conform are seen as having lower autonomy [6], [7].

Based on the aims of this research, it was to determine whether there was a correlation between peer conformity and consumptive behavior in purchasing skincare products among female college students in Yogyakarta. The value obtained from the hypothesis test is a correlation coefficient of 0.323 with sig. (p) 0.000. This shows that there is a very significant relationship between the peer conformity variable and consumptive behavior. Apart from that, the positive correlation coefficient indicates that the relationship between the independent variable and the dependent variable, namely peer conformity and consumptive behavior, has a positive relationship. The relationship between the two variables is also supported by data from the determination test results (R Square) which show that the test results (R Square) are worth 0.104 or 10.4%. This shows that peer conformity, influences the consumptive behavior, by 10.4%. Meanwhile, the other 89.6% was influenced by other factors not examined in this research.

Consumptive behavior is influenced by three factors, including cultural factors, social factors, and personal factors [19]. Cultural factors consisting of culture, sub-culture, social class influence a person's purchasing behavior [19]. When an individual grows up in a consumerist culture, consumptive behavior will form in that individual. Social factors include reference groups, cliques, family, social roles, and status also influence purchasing behavior [19]. Individuals who grow up in a consumerist social environment tend to be influenced to become consumptive. Then the last one is the personal factor. Personal factors consisting of age and stage in the life cycle, employment and economic circumstances, personality and self-concept, and lifestyle and values [19]. As consumers, individuals will choose brands that suit their self-concept or even based on other people's self-concept.

According to the description above, it is known that peer conformity has a positive relationship with consumptive behavior in purchasing skin care products among female college students in Yogyakarta. So, the higher the conformity of peers, the higher the consumptive behavior and vice versa. Therefore, the hypothesis that has been formulated by researchers in this research is accepted.

The results of this study are also strengthened by several research which show that peer conformity has a positive relationship with consumptive behavior in female college students. The research conducted by [16] with the title "The Relationship between Peer Conformity and Consumptive Behavior in Purchasing Scarlett Skincare Products among Female College Students at Unissula" which shows the results of the study that there is a significant and positive correlation between peer conformity and consumptive behavior with a correlation coefficient of 0.548 with a sig. value of 0.000 [16]. Thus, the lower the peer conformity, the lower the consumptive behavior among female college students and vice versa. Other related research was conducted by [32] with the title "The Relationship between Conformity and Consumptive Behavior in Purchasing Online Shop Products among Female College Students Class of 2016 FIP Surabaya State University" which shows that there is a correlation between conformity and consumptive behavior which is a positive correlation with a correlation coefficient of 0.728 with a sig. value of 0.002 [32].

The study results showed that on average female college students who use skincare for the face in Yogyakarta have consumptive behavior in the medium category. This cannot be separated from female college students who are still in their teens. Where physical attractiveness is an important aspect for teenagers, they assume that people with an attractive physical appearance

will be treated better than people who have a less attractive physical appearance, so teenagers think of ways they can improve their appearances [4]. Research results [31] also show that young women tend to have higher consumption than young men [31]. [31] also added that young women need more finances to buy necessities that can support their appearances, such as clothes, bags, shoes, and cosmetics [31].

This is also in line with the level of peer conformity among female college students using facial skincare in Yogyakarta which is in the medium category. The amount of time female college students spend with their peers causes college students to adjust themselves to be in harmony with the group, or what is usually called conformity. This is because in social interactions, individuals tend to avoid conflict to be accepted in a group [20]. Peer conformity can be positive or negative [1]. According to Aryani, relationships with peers who support each other in good ways will have a positive impact [1]. However, if peers tend to encourage maladaptive things, this will have a negative impact [1]. Therefore, when female college students want to reduce consumptive behavior, it is important for female college students to select their friendship groups to form positive conformity. This is an effort to prevent female college students from the negative influence of their peers and as an effort to reduce consumptive behavior among female college students.

6 Conclusion

From this research, it can be concluded that consumptive behavior in purchasing skincare products and peer conformity among female college students in Yogyakarta is in the medium category. There is a positive and very significant relationship between peer conformity and consumptive behavior in purchasing skincare products among female college students in Yogyakarta with a sig value. (p) 0.000 which means $p < 0.01$, so it can be assumed that the higher the peer conformity, the higher the consumptive behavior of female college students and vice versa.

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