

# The Effect of Fashion Orientation, Money Attitude, Self Esteem, and Conformity on Compulsive Buying:

A study on youth customer in Bandung

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**Abstract**—Compulsive Buying is known as an abnormal activity in shopping. It can be categorized a negative behavior, but from the marketer point of view this is a behavior that can be utilized to increase sales. The purpose of this study is to determine the factors that related and can affect compulsive buying, measure by variables such as fashion orientation, money attitude, self-esteem and conformity. In this study, researcher collect the data by distributing questionnaires to 210 adolescents in the city of Bandung and then analyze it using Multiple Regression Analysis. The results of this study indicate that fashion orientation, money attitude, self-esteem and conformity can affect compulsive buying either partially or simultaneously, with the most dominant factor is Conformity. It is expected that the results of this study can provide information about marketing strategies and how to take advantage of these variables to increase sales.

**Keywords**—*fashion orientation; money attitude; self esteem; conformity; and compulsive buying*

## I. INTRODUCTION

Compulsive Buying behavior was first recognized by Kraepelin and Bleuler in Letty and Paper as mental disorder, referred to as oniomania, buying mania, compulsive consumption, compulsive shopping and addictive or impulsive buying [1]. Within the marketing literature, Faber, O'Guinn and Krych identified three characteristics that appeared to be common across addictive and compulsive phenomena: (1) the presence of a drive, impulse, or urge to engage in the behavior, (2) denial of the harmful consequences of engaging in the behavior, and (3) repeated failure in attempts to control or modify the behavior [2]. Correspondingly, compulsive consumption was defined in the marketing literature by Faber and O'Guinn as "chronic, repetitive purchasing that becomes a primary response to negative events or feelings [which] becomes very difficult to stop and ultimately results in harmful consequences," [3].

Edward said that Compulsive Buying is an abnormal form of shopping and spending in which the afflicted consumer has an overpowering, uncontrollable, chronic and repetitive urge to shop and spend, compulsive spending characteristically functions as a means of alleviating negative feelings of stress

and anxiety [4]. Faber and O'Guinn said Compulsive Buying as a chronic condition, in which a person conducts repeat purchasing activities as a result of unpleasant events or negative feelings [2]. Shopping is a common activity, but it becomes phenomenal when the activity becomes an addictive behavior, an obsession that perpetually done by making purchases of items that are not really necessary beyond the needs and resources they have. Teenagers generally buy things not based on necessity, but rather lead to the fulfillment of psychological needs, which means shopping is not only just to get a product that they want, but shopping has become a recreational activity to get satisfaction as a form of social and personal motives [5]. Teenagers also tend to have more curiosity about new things so they do not hesitate to try them out [6]. For the manufacturers, the teen group is one of the potential market. The reason for this is that a person's consumption patterns are formed in adolescence. In addition, teenagers are usually easily persuaded advertisement seduction, like following their friends, unrealistic, and tend to be wasteful in using the money. This characteristic of the teenagers is commonly used by some manufacturers to enter the market.

Many experts already do research to figure out the factors that can affect compulsive buying, including Damar, which mentions the behavior of compulsive purchasing influenced by the orientation of fashion, money attitude, self-esteem of 48.2%, and become the most dominant variable. Compulsive purchasing behavior is a fashion orientation [7]. While the research conducted by Ratih Kumala Sari focus on the tendency of compulsive buying behavior during adolescence in Samarinda City, that mentioned the behavior of compulsive buying, which is held by adolescent in Samarinda city is based on two factors, internal factor as self-confidence, self-control, and emotional in-stability and external factors such as family, friends, mass media, and the environment. The impact of compulsive buying behavior effects are increasing self-confidence, self-satisfaction, regret, wasteful, indebted, reprimanded, stealing stuff [8].

Research on compulsive buying is very important to do because although it is considered as a negative behaviour, but it can be used positively and creatively by marketing people in marketing strategy to make the impact on increasing sales.

Based on the explanation above, we want to know the influence that will be generated by fashion orientation, money attitude, self-esteem and conformity to the compulsive buying mobile phone behaviour among teenagers in Bandung.

## II. METHOD

### A. Population and Sample

The population of this study were adolescents in Bandung City aged 10-19 years, who made mobile phone changes more than once a year. The number of samples in this study is 210 samples, this amount is obtained from the minimum sample size criteria for testing the market (consumer) and the population size is not known, then the minimum sample size is 200 and to anticipate errors or damage in the research (error) used error rate of 5%, so the sample size in this research is 210 samples.

### B. Data Collection Techniques and Sampling Techniques

The data collecting technique used in this study used questionnaire consisting of eight questions for fashion orientation, ten questions for money attitude, four questions for self-esteem, ten questions for conformity and five questions for compulsive buying. The sampling technique used is accidental sampling, where the sampling technique is based on the most easily encountered adolescent respondents, accidentally met with the researcher and can be used as a sample when viewed by the person who happened to be encountered it is suitable as a data source.

### C. Hypothesis Development

Some studies, suggesting that compulsive buying is influenced by fashion orientation, self-esteem, money attitude, and conformity, such as research produced by Park, using Korean as the subjects, found that credit card use was the most influential factor followed by expenditure on fashion goods to TV home shopper's compulsive buying. Based on that research, Park suggested that fashion-related variables other than expenditure on fashion goods should be considered to have a better understanding of compulsive buying. According to the study, adopted fashion orientation, or a direct antecedent of compulsive buying through credit card use [6], or research produced by Damar Kristanto fashion orientation, money attitude, self-esteem influence compulsive buying behaviour by 48.2%, and the most dominant variable affecting compulsive buying behaviour is fashion orientation [7]. While the research conducted by Ratih Kumala Sari on the tendency of compulsive buying behavior in adolescence in Samarinda city said that the behavior of compulsive purchases made by adolescents in Samarinda city caused by two factors, internal such as self-confidence, self-control and instability emotions, while external factors such as family, friends, mass media, and the environment. The impact of compulsive buying behavior is to increase self-confidence, self-satisfaction, regret, wasteful, indebted, reprimanded, stealing other's stuff [8]. Based on some research above, hence research model used in this research can we see at figure 1 below:

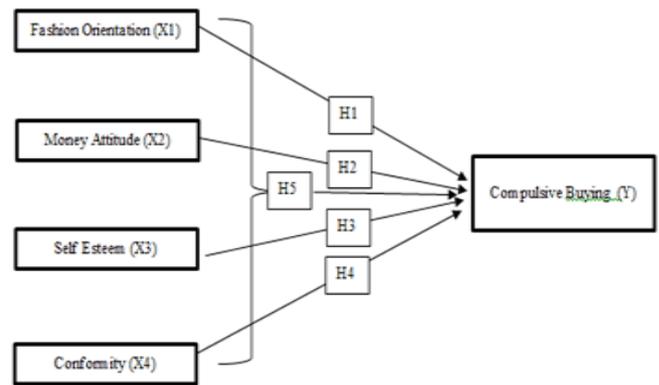


Fig. 1. Research model.

Based on figure 1 above, the proposed hypothesis is as follows:

- H1: There is a positive influence between the fashion orientation on compulsive buying behaviour
- H2: There is a positive influence between money attitude on compulsive buying behaviour
- H3: There is a positive influence between self-esteem on compulsive buying behaviour
- H4: There is a positive influence between conformity on compulsive buying behaviour
- H5: There is a mutual positive influence between the orientation of fashion, money attitude, self-esteem and the conformity to compulsive buying behaviour

### D. Data Analysis Technique

The research variables in this study consists of four independent variables (Fashion orientation, Money Attitude, Self-Esteem, and Conformity) and one variable dependent (Compulsive Buying), then the data analysis techniques using Multiple Regression, the research model used in this study is as follows:

$$Y = \alpha + \beta 1X1i + \beta 2X2i + \beta 3X3i + \beta 4X4i + ei$$

Which:

- Y = Compulsive Buying
- $\alpha$  = Alpha
- $\beta$  = Regression Coefficient
- X1 = Fashion Orientation
- X2 = Money Attitude
- X3 = self esteem
- X4 = Conformity

## III. RESULTS AND DISCUSSION

### A. Profile of Respondents

Based on the results of the questionnaire obtained, the following profiles of respondents:

- Based on sex, the highest percentage are female adolescent respondents it was 75.24% or as many as

158 respondents and the rest are male respondents was 24.76% or 52 respondents, this indicates that adolescents who frequently perform mobile phone replacement are young women.

- Based on age, the highest percentage at the age of 13-15 years were about 43.8% or 92 respondents, then 16-19 were 29.5% or 62 respondents, and the rest 26.67% or 56 respondents at the age of 10 - 13 years
- Based on the mobile phone changing frequency in one year, 1-2 times was about 135 respondents or 64.3% and the rest as much as 3 - 4 times was about 75 respondents or 35.7%.
- And the question of whether they have a community friend, the highest answered was "yes" with 185 responses or 88.09%.

**B. Validity and Reliability Test**

Based on the results of the Validity Test for each of the variables are Fashion Orientation, Money Attitude, Self-Esteem, Conformity and Compulsive Purchase Behavior using

SPSS 23, where the significance level used is 0.05 and the sample number is 30 (so the table r value is 0.361), it can be concluded that the questionnaire distributed in the study can be declared valid because  $r_{count} > r_{table}$ .

As for the reliability test for each variable is Fashion Orientation, Money Attitude, Self-Esteem, Conformity and Compulsive Purchase Behavior using SPSS 23, where the condition of a questionnaire is reliable if Cronbach Alpha's reliability coefficient value ( $\alpha$ ) Cronbach Alpha ( $\alpha$ ) obtained entirely above 0.6 it can be concluded that the questionnaire distributed in the research can be stated reliable.

**C. Classical Assumption Test**

Based on the results of the classical assumption test, the data obtained in this study is normally distributed, for more details we can see in table 1 for Multicollinearity test, which shows that the tolerance value is not more than 0.10 and the VIF value is not more than 10, which accumulate does not occur multicollinearity, while for picture 2, we can see that the distribution of the point / point approaching on a straight line (diagonal), so that the residual data can be distributed normally.

TABLE I. COEFFICIENTS<sup>A</sup>

Model	Unstandardized Coefficients		Standardizes Coefficient	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIP
1 (Constant)	17.115	1.277		11.882	.000		
Orientasi Fashion	.729	.125	.3081	5.150	.000	.830	1.204
Money Attitude	.085	.018	.302	4.667	.000	.992	1.008
Self Esteem	.548	.121	.326	5.400	.001	.994	1.006
Konformiti	.762	.185	.381	4.150	.001	.834	1.199

<sup>a</sup> Dependent variable: Compulsive Buying

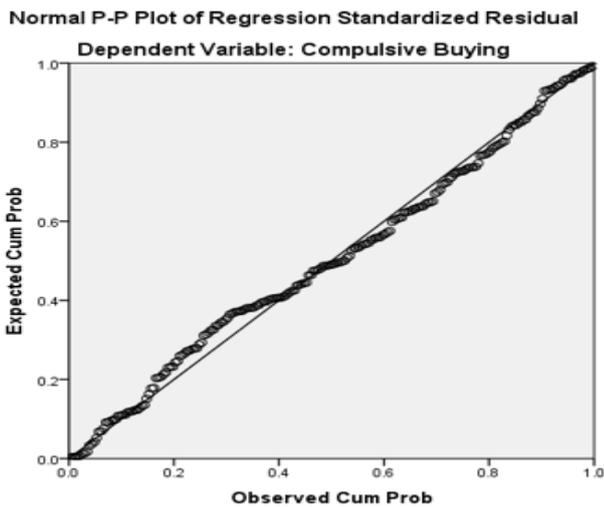


Fig. 2. P-P Plot.

**D. Hypotesis Test: F Test and t test**

TABLE II. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	78.287	4	19.572	6.252	.000 <sup>b</sup>
Residual	673.072	215	3.131		
Total					

<sup>a</sup> Dependent Variable: Compulsive Buying

<sup>b</sup> Predictors: (Constant), Conformity, Money Attitude, Self Esteem, Fashion Orientation

Based on table 2 above, the value of F arithmetic obtained is 6.252, while the value of f table specified is 2.4136, it can be concluded that there is a simultaneous influence between fashion orientation, self-esteem, money attitude and conformity to compulsive buying which means H5 proven.

As for the hypothesis H1, H2, H3 and H4 we can in table 1 above. Where if we compare with the value of t table is 1.9710 then the whole proposed partial hypothesis can be accepted, which means the variables of fashion orientation, self-esteem, money attitude and conformity partially influence on compulsive buying.

*E. Coefficient of Determination*

TABLE III. MODEL SUMMARY <sup>B</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.781 <sup>a</sup>	.610	.606	2.856	1.648

<sup>a</sup>Predictors: (Constant), Money Attitude, Fashion Orientation, Self Esteem

<sup>b</sup>Dependent Variable: Compulsive Buying

Table 3 above shows a R value of 0.781. The value of R shows the relationship between the independent variable and the dependent variable in the strong category and for the simultaneously generated effect between Fashion Orientation, Self Esteem, Money Attitude, and Conformity on the mobile product against Compulsive Buying or Compulsive Buying behavior is 0.610 or 61%. But if we look partially, based on table 1 above, then for conformity variable or change of behavior or belief to be equal to others have the highest influence on compulsive buying behavior that is equal to 76.2% which means adolescent behavior in deciding to buy product mobile phone repeatedly within a period of 1 year on average because they have to have the same phone with friends around them. Likewise with the fashion orientation of the magnitude of influence is not much different from conformity. Variable Orientation of fashion able to influence teen compulsive buying behavior in city of Bandung equal to 72.9%, which means they buy the product repeatedly in the period of 1 year mostly because of their feelings that want to become fashion trend. For self-esteem variable able to influence compulsive buying behavior at the age of adolescent equal to 54.8% which means they make repeat purchasing at handphone product because of need for self-recognition and also to be accepted and given good judgment from others. Meanwhile, for the lowest money attitude variable affect the adolescent in compulsive purchasing that is equal to 8.5% which means that the buying behavior of mobile phone product is not as result of evaluation to the benefit of ownership, usability and symbolic meaning of money.

**IV. CONCLUSION**

Based on the results of the study, then the adolescent's behavior of compulsive mobile phone product purchase in Bandung influenced significantly by Orientation Fashion, Self-Esteem, Money Attitude, and Conformity either partially or simultaneously. In partial variable, the highest influence given

by variable conformity equal to 76.2%, this shows that the compulsive mobile purchasing behavior is influenced by teenagers' desire to be accepted and maintained within the group and as a form of inter-action within the group, considering 88.09% of the sample has a community or group. The smallest effect is given by the money attitude variable of 8.5%, it shows the lack of influence of the evaluation on the benefits of ownership, usability and symbolic meaning of money in the compulsive buying behavior of mobile phone products among Bandung adolescents. This is different from the results of research conducted by Damar [7], which states that the most dominant variable influence is the Fashion Orientation.

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