

The Correlation between Self-esteem with Consumptive Behavior in Early Adult Women Who Shop for Cosmetics Online

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ABSTRACT

Nowadays, online shopping has become more popular than ever. The convenience offered in online shopping has gotten so many people to often shop based on their wants instead of their needs. This kind of spending habit is often called consumptive behavior, which is common among early adult women because they start to become financially independent and feel like they have full control over their own finances. In addition, one of many factors that has an effect on consumption behavior is self-esteem. Self-esteem is a form of self-assessment which is influenced by attitudes, interactions, rewards, and acceptance from others towards an individual. This study aims to determine the relationship between self-esteem and consumptive behavior in early adult women who shop for cosmetics online. This study involved 203 respondents using convenience sampling. In conducting the research, several criterias has been set where respondents must be a woman, aged 18-40 years, and had purchased cosmetic products online at least 2 times. The results of data analysis using the Spearman correlation test showed the results of $r(203) = -0,359$ and $p = 0,000$. Thus, it can be concluded that there is a significant negative relationship between self-esteem and consumptive behavior in early adult women who shop for cosmetics online.

Keywords: *self-esteem, consumptive behavior, early adult women*

1. INTRODUCTION

Along with technological developments, unwittingly, this development certainly affects a person's shopping experience so that there has been a year shift from shopping offline to shopping online [1]. This is reinforced by several research conducted in 2019 that 60.5% of respondents prefer to shop online compared to offline shopping [2]. This also in line with the fact that online shopping users in Indonesia have reached 168 million users and will continue to increase to reach 212 million users in 2023 [3]. People and respondents who prefer to shop online rather than offline are of course based on several reasons such as faster, more efficient, basically always open 24 hours, saving time, energy and costs and the respondents believes that shopping online is easier to get benefits or discounts offered compared to shopping offline [4]. Based on that, the concept of online shopping has become very popular in recent years [5].

In online shopping, there are several influencing factors and one of the influencing factors is gender [6]. Women are the majority who most often shop online with a percentage of 65% and the frequency of women who shop online the most often is seen in about the age of 24 to 41 years [7]. In addition, the thing that causes women to often shop online

is because women usually only see a product or item based on symbols and emotions, so they are easily tempted by the promotions and discounts offered [8]. Another thing says that women find the happiness of pleasure when they are shopping. One of the products most often purchased by women in online shopping is cosmetics [9]. Research conducted in 2018 revealed that women are willing to spend 20% of their income just to shop for cosmetics [10]. This is also in accordance with the statement by the country brand manager shopee that women can buy the same item in one product with different colors on the same day [11]. The behavior of women who buy the same goods but with different colors can be said to be consumptive behavior. Consumptive behavior is the behavior of consuming goods and services excessively and incompletely and is only based on wants compared to needs [12]. In addition, consumptive behavior can also be interpreted to individuals who buy or look for goods that can improve their social status by ignoring their real social class and income [13]. Consumptive behavior itself is divided into several indicators such as buying goods because there is the lure of gifts, buying goods because of attractive packaging, or buying products to maintain appearance or prestige [14]. In addition, when viewed from the dimension of consumptive behavior, it is divided into four dimensions such as

fulfilment of desires, goods out of reach, unproductive goods, and status [15]. Furthermore, consumptive behavior is also divided into two factors, namely internal factors and external factors. Internal factors consist of basic self-esteem, self-concept, motivation, observation, personality, and learning process [16]. Meanwhile, external factors include culture, social class, social groups, references, and family [12].

In this research, we will discuss one part of the internal factors that influence consumptive behavior, namely self-esteem. According to Rosenberg, self-esteem is a positive or negative evaluation of oneself [17]. Self-esteem can also be said by how a person views himself which is influenced by attitudes, interactions, appreciation, and acceptance from others [18]. Self-esteem also consists of two factors, namely internal factors, and external factors. Internal factors consist of psychological conditions, gender, and intelligence. Meanwhile, for external factors consist of physical conditions, family environment, social environment, and socio-economic [19]. Furthermore, self-esteem is also grouped into two parts, namely individuals with high self-esteem and individuals with low self-esteem [20]. Individuals with high systems usually tend to feel comfortable with themselves and can overcome anxiety and are able to handle social rejection from their environment. Meanwhile, individuals with low self-esteem tend to have difficulty expressing themselves and showing their thoughts and feelings which can be caused by fear of negative judgments made by themselves and others around them [21].

1.1 PROBLEM OF THE STUDY

Sumartono (2002) said that the behaviour of consuming goods and services in excess, which is no longer based on rational considerations and is more concerned with the desire reasons than the need only to achieve maximum satisfaction and pleasure and to waste or known commonly as consumptive behaviour. It can be influenced by internal factors, namely self-esteem. Apparently not everyone has high self-esteem, because of that there are still many who behave consumptive. With the result that in this study, researchers want to explore is there a relationship between self-esteem and consumptive behaviour in early adult women who shop for cosmetics online?

1.2 HYPOTHESIS OF THE STUDY

The hypotheses in this study are; (a) H0: there is no negative relationship between self-esteem and consumptive behaviour in early adult women who shop for cosmetics online; and (b) H1: there is a negative relationship between self-esteem and consumptive behaviour in early adult women who shop for cosmetics online.

2. RESEARCH METHOD

This study uses a non-experimental quantitative design. The subjects of the study were women between 18-40 years old

and had shopped for cosmetics online at least 2 times a month. The technique of sampling of this study is convenience sampling. It is a type of non-probability or random sampling in which members of the target population who meet certain practical criteria, such as easy accessibility, geographic proximity, availability at a certain time, or willingness participating are included for research objectives. This study involved 203 participants who were asked to fill out subject information, consumer behaviour questionnaires, and self-esteem questionnaires.

This study uses a measuring tool for consumptive behaviour and self-esteem. The measuring instrument for consumptive behaviour used was developed by Psychology Faculty of Tarumanagara University and was created based on the theory of Sumartono in 2002. This measuring instrument for consumptive behaviour have 80 items consisting of 40 positive and 40 negative items. In addition, through the results of the reliability test, it is known that the measuring instrument for consumptive behaviour has a Cronbach alpha coefficient of 0.957. For example, of the negative item of the consumptive

behaviour variable is "I rarely buy the same cosmetic product with different brands", while the example for the positive item of the consumptive behaviour variable is "I am happy to try new cosmetic products offered". Furthermore, the measurement of self-esteem uses a measuring instrument developed by the Psychology Faculty of Tarumanagara University. The measuring instrument developed by the Psychology Faculty was based on the theory of Rosenberg in 1965 which originally have 10 statements. This measuring tool was then developed by the Research Department of the Psychology Faculty of Tarumanagara University with addition of negative items became 20 statements that consisting of 10 positive and 10 negative items related to self-research. The two variables in this study used a Likert scale to fill out a questionnaire of five answer choices, namely (STS = Strongly disagree, TS = Disagree, RR = Hesitant, S = Agree, SS = Strongly agree). Furthermore, for testing and analysing the data in this study use SPSS program version 15 to calculate the data that had been obtained.

3. RESULT

Based on the collected data from 203 participants, if it is grouped by age, it was found that the group of 18-20 years old contained 74 people (36.5%), for the group of 21-23 years old there were 101 people (49.8%), the group of 24-26 years old there are as many as 20 people (9.9%) and the group of >26 years old there are as many as 8 people (3.9%). Furthermore, participants were also grouped based on domicile, namely participants who domicile in Jakarta is 68 people (33.5%), Bogor is 7 people (3.4%), Depok is 8 people (3.9%), Tangerang is 26 people (12.8%), Bekasi is 24 people (11.8%), and apart from Jabodetabek is 70 people (34.5%). Based on the results of the normality test using the One Sample Kolmogorov-Smirnov, it was obtained the significance results on the self-esteem variable were 0.202

> 0.05 , while the consumptive behaviour variable has significance result of $0.974 > 0.05$, so it can be concluded that the data distribution is normal. Then the researchers also tested the Pearson correlation between self-esteem and consumptive behaviour, the results showed that $r(203) = -0.359$ and $p = 0.000$. Thus, there is a negative and significant relationship between self-esteem and consumptive behaviour.

4. CONCLUSION AND DISCUSSION

Based on the results of data analysis that has been carried out on the relationship between self-esteem and consumptive behaviour in early adult women who shop for cosmetics online, it can be concluded that there is a negative and significant relationship between self-esteem and consumptive behaviour in early adult women who shop for cosmetics online. It indicates that there is a negative relationship between the tested two variables, so that H1 is accepted. Thus it can be said, the higher the self-esteem, the lower the consumptive behaviour. And conversely, the lower the self-esteem, the higher the consumptive behaviour. This study has several limitations. The limitations in the first study are the lack of control data made by researchers such as the subject's monthly expenditure, the frequency of the subject in shopping, the subject's source of income, the subject working or not working, and the products purchased by the subject whether including well-known or branded products. Therefore, Suggestions for further research, it is hoped that researchers can give more subjects and not only take female subjects but can also take male subjects, further researchers can also distribute questionnaires evenly to various regions so that the results obtained are also more varied. In addition, further researchers must also observe and give more control data to the subject. Further researchers can also replace or add variables in the study so that they can find out that consumptive behaviour is not only influenced by self-esteem. Furthermore, early adult women are advised to group the needs for products to be shopped later, not only based on curiosity or following trends only in order to avoid consumptive behaviour. In addition, in avoiding consumptive behaviour, early adult women are also able to cut the frequency in opening sites for online shopping so that they are not attracted easily by the discounts offered.

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