THE INFLUENCE OF CONFORMITY AND HEDONISTIC LIFESTYLE WITH CONSUMPTIVE BEHAVIOR

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ABSTRACT

This research aims to examine the impact of conformity and a hedonistic lifestyle on consumptive behavior among students of the Faculty of Social and Political Sciences at University X in Samarinda. A quantitative approach is applied, with a sample of 100 students selected through a simple random sampling technique. Data is gathered using scales measuring consumptive behavior, conformity, and hedonistic lifestyle, then analyzed using SPSS 25.0 for Windows. Findings indicate a significant influence of conformity and a hedonistic lifestyle on consumptive behavior ($F = 52.100$; $p = 0.000$; $R^2 = 45\%$). Additionally, there is a strong correlation between conformity and consumptive behavior ($\beta = 0.523$; $t = 7.060$; $p = 0.000$).

KEYWORDS	*Consumptive Behavior, Conformity, Hedonistic Lifestyle.*

INTRODUCTION

Basically, every individual who has entered college is called a student. Students will never be separated from learning activities and meet their academic demands. Universities also have goals, such as developing student potential to benefit the nation's progress. Students are the most important part of the educational process; the educational process that students get on campus is the highest educational process (Sukarno & Indrawati, 2020).

Learning is not only about gaining knowledge but also about changing behavior and having new experiences. One of the higher education institutions that contributed to the success of the government and the nation's goals was University X in East Kalimantan, in the city of Samarinda. An educational foundation founded the private university on September 27, 1963.

Students purchase items based on pleasure rather than genuine necessity, causing a person to be excessive, also known as consumptive behavior. This phenomenon explains why students are behaving in a consumerist manner. Consumptive behavior is the act of purchasing commodities that are less or not taken into account, resulting in their nature being excessive. In accordance with the theory according to Shohibullana (2014), consumptive behavior is behavior in which the desire to buy goods that are less necessary to fulfill personal satisfaction arises. To attach importance to this concern is to find a way to be appreciated and recognized for its existence in the social environment; besides that, shopping has become an identity (Biolcati, 2017).

Adjusting the consumptive behavior of the peer group to its members has a major influence and can trigger the formation of specific behaviors in-group members, especially among students. Conformity towards peer groups is the most common thing among adolescents (Ayuni et al., 2019). A person who has felt that he or she is compatible with his or her group mates tends to follow the style of that friend or group. It is very difficult if students do not follow their group style, which they feel is bad, and still maintain themselves in the group because they will be isolated if they do not follow the group lifestyle. In this group, students are mostly met with their personal and social needs (Rangga, 2023). Usually, they behave aggressively and want to look different but compact.

Conformity is defined as a desire or social influence when a person changes attitudes, behaviors, and beliefs in individuals to conform to the standards of the Haryono group (2014). This is consistent with the studies undertaken by Hamdan (2013), that in order for conformity behavior to arise in groups, the behavior of buying goods excessively just for happiness alone can cause waste in students. Lifestyle

characteristics also influence consumer behavior, according to (Anggraini & Santhoso, 2017). Students who have a hedonistic lifestyle will focus on the search for pleasure (Enrico et al., 2014). A hedonistic lifestyle influences both conformity and consumptive behavior. In their study, (Anggraini & Santhoso, 2017) found a strong and positive association between a hedonistic lifestyle and consumptive behavior. Hedonistic lifestyles also affect consumptive behavior because, with this lifestyle, individuals will have the urge and desire to consume products excessively (Firman, 2019).

RESEARCH METHOD

The researcher's research approach in the study is quantitative, with bound variables, consumptive behavior, and independent variables, namely, conformity and hedonistic lifestyle.

This study involved a sample of 100 students from the Faculty of Social and Political Sciences at University X in Samarinda. The sampling technique employed was probability sampling, ensuring equal chances for all population members to be selected. Specifically, simple random sampling was used, where sample members were chosen randomly from the population without considering strata (Sugiono, 2016). The research utilized three instruments to collect data: scales measuring consumptive behavior, conformity, and a hedonistic lifestyle. Each scale followed a Likert-type format, commonly used to gauge opinions, attitudes, and perceptions toward social phenomena (Prof. Dr. Sugiyono, 2017). The Likert scale includes both unfavourable (negative) and favourable (positive) items supporting or opposing each statement.

This study's data processing begins with validity and reliability testing on each variable's scale. All items were found to be valid for the consumptive behaviour scale, with a reliability score of 0.827. Similarly, on the conformity scale, no items were removed, and it achieved a reliability score of 0.710. For the hedonistic lifestyle scale, two items were excluded, leaving 22 valid items with a reliability of 0.618. The researcher utilized multiple linear regression analysis to examine the influence and predictive power of conformity and hedonistic lifestyle on consumptive behavior. Hypothesis testing was conducted following assumption testing, with all data analysis performed using the SPSS 25.0 for Windows software.

RESULT AND DISCUSSION

Descriptive data was utilized to illustrate the distribution of responses among students in the Faculty of Social and Political Sciences at University X in Samarinda. The empirical and hypothetical means were derived from the sample responses across three research scales: consumptive behavior, conformity, and hedonistic lifestyle.

Table 1. General Data Distribution from The Research Subjects

Variable	Empirical Mean	Hypothetical Mean	Status
Consumptive Behavior	60.06	78	Low
Conformity	41.40	48	Low
Hedonic Lifestyle	58.12	66	Low

Source: processed data (2024)

Table 1 above presents the general data distribution from the research subjects. According to the consumptive behavior scale, the empirical mean is 60.06, which is lower than the hypothetical mean of 78, indicating a low level of consumptive behavior among the subjects.

In terms of conformity orientation, the empirical mean is 41.04, below the hypothetical mean of 48, yet falling into a high conformity category. Regarding the hedonistic lifestyle scale, the empirical mean is 58.12, which is also below the hypothetical mean of 66, placing it in a low category. These findings suggest that the subjects exhibit high conformity but low consumptive behavior and hedonistic tendencies.

Before advancing to hypothesis testing, assumption tests for normality and linearity were conducted, with the results outlined below.

Normality Test

The normality test is conducted to assess any deviations between the observed and theoretical frequencies. One method for testing data normality is to compare the Kolmogorov-Smirnov probability value with a threshold of 0.05 (5%). According to this rule, if $p > 0.05$, the data distribution is considered normal; conversely, if $p < 0.05$, the distribution is deemed non-normal (Santoso, 2012).

Table 2. Normality Test Results

Variable	Z	p	Information
Consumptive Behavior	0.067	0.200	Usual
Conformity	0.105	0.001	Abnormal
Hedonic Lifestyle	0.051	0.200	Usual

Source: processed data (2024)

Based on the results of the normality test that was carried out on each variable, the result obtained was a value of p on the variable. The scale of consumptive behavior, conformity, and hedonistic lifestyle > 0.05 means that the three variables have a normal data distribution.

Linearity Test

The linearity assumption test was conducted to assess the linear relationship between the dependent and independent variables. Linearity refers to a situation where the relationship between these variables forms a straight line within a specified range of the independent variables (Santoso, 2012).

Table 3. Linearity Test Results

Variable	F-hit	F-tab	P	Information
Consumptive behavior	0.476	3.075	0.035	Non-Linear
Consumptive behavior - Conformity	0.678	3.073	0.893	Linear
Consumptive behavior - Hedonistic lifestyle	0.683	3.073	0.835	Linear

Source: processed data (2024)

The table show in the table above indicate that the variables of Consumptive Behavior, Conformity of Consumptive Behavior, and Hedonic Lifestyle exhibit a linear relationship ($p < 0.05$). Following this, the researcher tested a hypothesis test using multiple regression model analysis. The outcomes of testing the complete regression model, which incorporates the variables of conformity and hedonistic lifestyle as predictors of consumptive behavior, yielded the following results:

Table 4. Full Model Regression Analysis Test Results

Variable	F-hit	F-tab	R²	P
Consumptive behavior (Y)	52.10	3.07	0.45	0.00
Conformity (x1)				
Hedonic lifestyle (X2)				

Source: processed data (2024)

According to Table 4, the results indicate that F count is greater than F table, demonstrating that consumptive behavior, conformity, and hedonistic lifestyle significantly influence each other, with values of $F = 52.100$, $R^2 = 0.543$, and $P = 0.000$. This confirms that the main hypothesis of the study is accepted. Furthermore, the gradual regression analysis reveals the following results:

Table 5. Results of the Regression Analysis Test of the Phased Model

Variable	Beta	T-hit	T-tab	p
Conformity (X1) to Consumptive Behavior (Y)	0.248	3.346	1.97	0.00
Hedonistic lifestyle (X2) vs. Consumptive behavior (Y)	0.523	7.060	1.97	0.00

Source: processed data (2024)

Table 5 shows that the t count is greater than the t table, indicating a significant influence between conformity and consumptive behavior, with a beta value of 0.248, t count of 3.346, and $p = 0.001$ ($p < 0.05$). Additionally, for the hedonistic lifestyle's effect on consumptive behavior, the results also demonstrate t count > t table, signifying a significant influence with a beta value of 0.523, t count of 7.060, and $p = 0.000$ ($p < 0.05$).

Discussion

The hypothesis test of the full model regression analysis indicated that the main hypothesis of this study was accepted, confirming that conformity and hedonistic lifestyle influence consumptive behavior. The contribution of influence (R^2) was found to be 0.319, indicating that 48% of the variation in consumptive behavior can be attributed to conformity and hedonistic lifestyle. According to Sugiyono (2012), a coefficient interval of 0.400-0.599 falls within the medium category. This suggests

that the impact of conformity and hedonistic lifestyle on consumptive behavior is considered to be at a medium level.

This study's findings align with the results of Hariyono's (2015) research, which shows that hedonistic lifestyles have a positive relationship with consumptive behavior in adolescents, especially students. (Perdana & Mujiasih, 2018) revealed that conformity and increasing technology by creating a reliable system in online stores are factors that trigger consumptive behavior. These consumptive behavior factors are in accordance with the results of this study, which reveals that conformity and a hedonistic lifestyle influence consumptive behavior.

The results of the descriptive test reveal that the data distribution regarding the measurement of student consumptive behavior is indicates a low level. Previous research by (Perdana & Mujiasih, 2018) also found that 42.4% of their subjects exhibited low consumptive behavior, primarily due to low income levels. Additionally, a study by Pratiwi (2017) suggests that good economic literacy can contribute to low consumptive behavior in students. This indicates that students' consumptive behavior can be managed despite the influence of advanced technology, which has transformed their shopping habits and preferences.

Traditional and online shopping activities have become extremely convenient and practical, leading to a shift in students' shopping habits that promotes consumptive behavior. This is further supported by research conducted by Sofiany & Sucento (2013), which indicates that factors such as shopping satisfaction, brand orientation, convenience, and pricing influence shopping goals. Consequently, it can be inferred that students' low levels of consumptive behavior may be impacted by consumer conformity related to dissatisfaction with their shopping experiences, inadequate brand orientation, and challenges that hinder their shopping activities.

Conformity is an aspect of lifestyle that illustrates how an individual's desires and needs manifest in their shopping habits (Kusuma and Septarini, 2013). The shopping behaviors of students can reflect their lifestyle choices, which are linked to consumptive behavior. Students often participate in consumptive behavior to keep up with fashion trends and contemporary developments, leading to a hedonistic form of conformity (Pulungan et al., 2018). This theory suggests that conformity plays a significant role in influencing students' consumptive behavior.

The results of the hypothesis test from the stepwise regression analysis indicated that conformity significantly affects consumptive behavior. This confirms the acceptance of the minor hypothesis in this study, which states that conformity influences consumptive behavior. The findings also reveal that as conformity increases, so does consumptive behavior; conversely, lower levels of conformity

correspond to decreased consumptive behavior.

The results of this study are consistent with earlier research by Park and Kim (2016), which identified conformity as a significant factor influencing students' consumptive behavior. Similarly, a study by Putri and Iriani (2020) found that conformity to a consumptive lifestyle also impacted consumptive behavior. These prior findings underscore the importance of conformity in shaping consumerist behavior among students.

The descriptive test results indicate that the measurement data for the conformity scale among students reveal high levels of conformity. Research by Shandy et al. (2021) highlights that the prevalence of shopping activities, particularly online, significantly influences students' shopping behaviors. Students develop their conformity based on their personality traits and the surrounding environment. The personality they develop, along with the influence of those closest to them, plays a crucial role in shaping their conformity (Wijayanti et al., 2019).

Conformity among students is closely linked to their trust in the product or seller. As noted by Thamizhvanan and Xavier (2013), brand orientation is a significant aspect of conformity. When students feel confident in a brand or a retail outlet, whether physical or online, it fosters a sense of comfort. Zhou et al. (2014) highlight that this comfort plays a crucial role in shaping a hedonistic lifestyle. As students adopt a more hedonistic lifestyle, their tendency towards consumptive behavior tends to increase. Supporting this notion, research by Kaulah et al. (2017) indicates that consumptive behavior is significantly influenced by the level of a hedonistic lifestyle, demonstrating a clear connection between hedonism and consumer habits among students.

The findings from the gradual regression analysis reveal a significant relationship between a hedonistic lifestyle and consumptive behavior, confirming the study's minor hypothesis. This indicates that as students embrace a more hedonistic lifestyle, their consumptive behaviors tend to increase. Conversely, those with a lower hedonistic lifestyle exhibit reduced levels of consumptive behavior, highlighting the direct impact of lifestyle choices on consumption patterns.

The findings of this study are consistent with earlier research by Permatasari (2016), which highlighted the impact of students' trust in online stores on their consumptive behavior. Additionally, Noviasari (2018) further supports these results, demonstrating that trust in online shopping platforms significantly affects consumption patterns. Together, these studies underscore the notion that a hedonistic lifestyle can significantly shape the consumptive behavior of students.

The results of the descriptive analysis reveal that students in the Faculty of Social and Political Sciences exhibit a high level of engagement with online shopping. A

hedonistic lifestyle is characterized by the trust established between buyers and sellers, particularly when clear and transparent information is provided (Dewi & br Sinuraya, 2015). This online trust fosters a sense of security and comfort for consumers. Furthermore, the allure of a product can enhance a hedonistic lifestyle, as noted by Zhou et al. (2014), who identified product appeal and comfort as key factors influencing this lifestyle.

This study's data analysis also incorporates an additional hypothesis test aimed at gaining a more detailed and in-depth understanding of the influence and relationship between the independent and dependent variable aspects. The additional hypothesis testing involved full-model multivariate regression analysis, partial correlation, and final model assessment. The findings from the full-model multivariate analysis indicate that the aspects of conformity and hedonistic lifestyle significantly impact the aspects of consumptive behavior.

Descriptive testing indicates that students primarily exhibit low levels of consumptive behavior. Additionally, both conformity and hedonistic lifestyles among these students are also categorized as low. This suggests that while they demonstrate low consumptive habits, they still maintain high levels of conformity alongside a hedonistic lifestyle.

In summary, the findings indicate that conformity and a hedonistic lifestyle account for 53% of the factors influencing consumptive behavior among students at the Faculty of Social and Political Sciences, University X in Samarinda. This leaves 47% of the influence attributed to other variables not explored in this research.

CONCLUSION

This study indicates a significant influence of conformity and a hedonistic lifestyle on consumptive behavior among students of the Faculty of Social and Political Sciences. The findings suggest that students with high levels of conformity and a hedonistic lifestyle are more likely to display higher levels of consumptive behavior. Overall, conformity and a hedonistic lifestyle collectively account for 53% of the variation in consumptive behavior, while the remaining 47% is influenced by other factors not examined in this study. This highlights the importance of understanding the social and psychological dynamics shaping consumptive behavior among students and underscores the need for further research to explore other variables that may affect this behavior.

Suggestion

It is expected that the next researcher to use the try-out test scale and, more

specifically, the characteristics in the selection of subjects. Researchers can also research other variables that may affect consumptive behavior in students, such as peer influence, product appearance, and conformity. Researchers can then use populations and samples taken from different places, such as students of the Faculty of Economics and Business or other general faculties so that the data to be produced can describe the influence of the variables being studied more accurately.

For research subjects, in this case, students are expected to learn how to control their desires and desires to shop. Therefore, good financial literacy is needed to reduce this consumptive behavior, especially in students. Students can avoid consumptive behavior by making a list of shopping priorities, dividing money for needs and shopping, and changing conformity from following trends or following friends to conformity based on needs.

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