

## The Relationship between Conformity and Lifestyle with Impulsive Buying in College Students in Doing Online Shopping



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**ABSTRACT:** The evolution of time and technological developments has changed the lifestyle of society in the performance of all activities. There is an impact on individuals that makes them unrealistic in thinking and making decisions related to lifestyle, because each individual will do various ways to meet all their needs. This study aims to identify whether students who tend to be more conformist in behavior and lifestyle have a higher tendency to make impulsive purchases when shopping online. The subjects of this study were 392 students domiciled in Surabaya City, East Java. The sampling technique used was random sampling. Data collection was carried out by filling out a scale with the help of Google Form which contains a measuring instrument created by the researcher. The measuring instruments in this study consisted of: (1) Impulse Buying Scale (15 items;  $\alpha = 0.858$ ), (2) Conformity Scale (13 items;  $\alpha = 0.808$ ), (3) Lifestyle Scale (22 items;  $\alpha = 0.898$ ). Data analysis was carried out using multiple linear regression analysis. The results of the study showed a significant positive relationship between conformity and lifestyle with impulsive buying. The higher the level of conformity and lifestyle, the higher the impulsive buying in students. However, there is no significant relationship between conformity and impulsive buying. On the contrary, there is a significant positive relationship between lifestyle and impulsive buying; the higher the lifestyle, the higher impulsive buying in students.

**KEYWORDS:** conformity, lifestyle, impulse buying, students.

### I. INTRODUCTION

The development of the Age which now continues to grow rapidly in society, making changes in lifestyle also develop rapidly following the times. The development of the times and the development of technology have changed people's lifestyle in carrying out every activity. There is an impact on individuals to be unrealistic in thinking and making decisions to follow the lifestyle because each individual will do various ways to be able to fulfill all their needs.

Technological developments and cultural changes in the digital era have had a major impact on consumer behavior. This change is evident in shopping trends, especially online shopping. Technological advancements have made it easier for individuals to make purchases flexibly, without being limited by time and place. This easy access to digital systems has led to digital transformation. This transformation has changed the way people shop by providing easier access and shopping convenience through online platforms (Lesmana, 2023). Various online shopping platforms allow consumers to shop without having to visit a physical store. Consumers can easily browse products, compare prices, and make purchases online. Technology is a form of development that is increasingly advanced and modern, making it easier for people to use the internet to make various transactions such as lodging, transportation, ordering food, and shopping for other needs. These transactions create a new lifestyle as information can now be easily accessed through digital media, such as social media, online transportation, and shopping platforms. The development of technology, especially social media, can quickly influence its users. However, this can become a problem if individuals are unable to manage their patterns and lifestyles well, resulting in a consumptive lifestyle.

The results of the EcommerceIQ Survey involving 1240 respondents show that the main factors that encourage consumers to use the app are lower prices thanks to promotions or discounts, free shipping, product authenticity, and app reputation, as reported by CNN Indonesia (2018). Individual emotions can drive shopping behavior without careful consideration, focusing more on momentary desires. This tendency tends to increase when individuals make purchases without enough consideration, ultimately triggering impulse purchases.

According to Dwi Hadya Jayani (2020), Shopee became the E-commerce platform with the highest number of visits in 2020. Shopee managed to reach the top position among the various e-commerce platforms in Indonesia, with a very strong growth. and recorded the highest visits of 93.4 million per month throughout 2020. This high traffic also has the potential to generate Rp 260 million in transactions throughout the year. Based on Jakpat's 2022 survey, Shopee remains the most widely used e-commerce

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platform by Indonesians to shop for needs, including among students, outperforming other platforms such as Tokopedia, Lazada, and Bukalapak. In the first semester of 2022, the survey results show that Shopee is still the top choice of the majority of respondents, as happened in the previous period. Information from databoks.com also supports this finding, stating that Shopee is the e-commerce with the highest number of site visits in Indonesia in 2022, with 179 million visits in October which increased to 191 million visits in December. In 2023, Shopee maintained its position at the top with 157.9 million visits per month on average, far surpassing its competitors. During the same period, Tokopedia recorded an average of 117 million visits per month, followed by Lazada with 83.2 million visits, BliBli with 25.4 million visits, and Bukalapak with 18.1 million visits per month.

According to Kadence International Research Institute Indonesia, since 2015, around 28% of Indonesians have adopted unhealthy consumptive lifestyle habits, and this trend continues to increase. The research showed that many respondents did not realize that their monthly student spending had exceeded their planned budget, often leaving students surprised by their total spending. Often, individuals make impulse purchases simply because they are attracted to the look of the product ("eye hunger") and then the item is stored without ever being used, which eventually leads to regret. This phenomenon is an indicator of impulse buying behavior.

A Populix survey involving 1,086 respondents showed that more than 70% of respondents continue to shop, both online and offline, with the upper class group aged above 25 years old being the most dominant. In Populix's latest report titled "Indonesians' Shopping Behavior on Promotion Week Amid Economic Uncertainty 2023", it was found that 67% of Indonesians showed high enthusiasm for various online shopping promotions, despite the uncertain economic situation. The survey, which involved 1,086 men and women aged 18-55, revealed that online shopping remains a favorite in early 2023, with 63% of respondents preferring online shopping over offline. The main reasons are time saving (75%), ability to compare prices between stores (63%), getting cashback (60%), and free shipping (53%).

Impulse buying is a pattern of consumer behavior that occurs when someone buys a product without a prior purchase plan. This behavior is generally influenced by conditions around the store, product appearance, as well as available promotions. In the context of purchasing goods, consumer behavior can have similarities or differences. Before buying, some consumers have planned student purchases, while others have not. Consumers who have not planned their purchases tend to be encouraged to make impulsive purchases.

In everyday life, it is often difficult to separate people from impulsive buying. Nonetheless, it is important for individuals to think wisely when spending students' money on basic needs in order to avoid waste (Suparti, 2016).

According to Tirmizi (2009), various factors that influence impulse buying include lifestyle in shopping, involvement in fashion, as well as pre-decision and post-decision stages. Rachmawati (2009) states that impulse buying can be influenced by factors such as hedonic shopping values, shopping lifestyle, and positive emotions. Ristianita (2016) Buyers who have planned to buy a product but have not decided on the desired features and brand can also be considered impulse buying. Impulse buying is often difficult to avoid because it involves pleasurable experiences, in line with Freud's view that the pleasure principle encourages the achievement of immediate satisfaction, while the reality principle encourages delayed satisfaction (Mai, 2003). In other words, impulse purchases tend to be hedonic in nature, focusing on pleasure or satisfaction, compared to utilitarian in nature, which considers the function of the product to be purchased (Silvera, 2008)

Shoppers, including university students, often find themselves tempted to buy items that are not on their shopping list. This temptation, which encourages the purchase of items that are not actually needed, can result in impulse buying behavior (Ebitu and Tom, 2015). Impulse purchases are often triggered by sensory stimuli, such as proximity to the product, as well as influenced by situational factors such as mood and individual factors such as impulsivity. University students often experience the temptation to make impulse purchases (Amos, 2014). The causes of impulse buying vary widely and are influenced by internal, external, situational, and demographic factors (Muruganantham and Bhakat, 2013; Lukito and Tulipa, 2016). Internal factors include lifestyle, personality, and emotions, while external factors include sales promotions. Situational factors include new products and conformity, while demographic factors include gender, age, and income (Bashir, 2013; Muruganantham and Bhakat, 2013).

In the early adulthood phase, individuals experience an important transition from adolescence to adulthood. At this stage, students tend to follow trends in various aspects of life (Deky, 2023). Students actively seek lifestyles, preferences, and values that reflect their identity development. Peer influence plays an important role in shaping college students' preferences and decisions, encouraging them to be more aware of their preferences and values. to conform or follow their peers' choices in terms of fashion, the latest technology or entertainment. Economic growth and easy access to products and services allow students to keep up with trends by acquiring the latest items or trying out new technologies. However, behind the urge to follow trends lies a deep desire to be accepted by social groups.

The tendency of individuals to conform to the desires and norms prevailing in the group is called conformity (Wiggins in Sihotang, 2009). Kotler's theory of age conformity relates to the way individuals of different age groups adjust their behavior to comply with social norms and group expectations. In the context of marketing, Kotler observed that consumers from different age groups tend to exhibit different levels of conformity, which affects the way they respond to products and marketing strategies.

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Young adults, especially college students, are still heavily influenced by social conformity, although they are beginning to develop stronger personal identities and preferences. This group tends to seek a balance between conforming to their social group and pursuing unique personal interests. They can still be influenced by social trends, but also show some degree of resistance to full conformity.

Kotler's theory suggests that the level of conformity varies according to a person's age and life stage. Children and teenagers tend to be most susceptible to conformity, while middle-aged adults and the elderly tend to be more independent in their purchasing decisions. Marketers need to understand these dynamics to create effective marketing strategies that take into account the different levels of conformity in each age group. To conform or follow their peers' choices in terms of fashion, the latest technology or entertainment. Economic growth and easy access to products and services allow students to keep up with trends by acquiring the latest items or trying out new technologies. However, behind the urge to follow trends lies a deep desire to be accepted by social groups.

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Conformity can affect individual behavior both positively and negatively. The tendency to conform does not always mean following things that are positive. (Sarwono, 2011). Individuals can also follow negative behaviors such as aggressive, impulsive, and making noise (Sanrock, 2009). Research by Pradini (2017) Supporting this, it can be shown that conformity with peers affects impulsive behavior in shopping for students from East Nusa Tenggara who are in Surabaya by 13.8%. When most people in a particular environment have certain habits or attitudes related to lifestyle, individuals tend to follow the pattern to feel accepted by the group.

Lifestyle is one of the main factors that influence individual purchasing decisions. When the desired product matches a person's personality, the needs or desires related to his lifestyle will be fulfilled (Zahra and Awan, 2017). Lifestyle in shopping can also influence impulse buying behavior. A person's shopping patterns reflect the way they spend time and money (Tambuwun, 2016). Additionally, a person's lifestyle also affects involvement in social groups and relationships with others (Sathish and Rajamohan, 2012; Khan, 2011). Unlike consumers in the past, today's consumers often seek hedonic shopping experiences through impulse buying behavior, which is reflected in their shopping habits. Many consumers, especially college students, make impulse purchases not because of the need for the product, but to feel the satisfaction of the purchase itself (Chung, 2015).

The phenomenon of consumer behavior that makes sudden purchases of goods or services without careful planning is often a spontaneous reaction to various stimuli that encourage individuals to buy, even without prior intention or preparation. Impulse buying can occur in various contexts, both when shopping in everyday physical stores and when shopping online, as well as in the form of unplanned consumption actions in various situations. Negative impacts, for example, when researchers interviewed 5 subjects to take preliminary data from the results of these interviews it can be concluded that students tend to do impulsive buying because they do not plan in advance and are mostly done together with friends when students only go to accompany but unexpected and uncontrolled purchases occur.

Research in the field of consumer behavior has identified various factors both internal and external that play an important role in influencing impulse buying behavior. Internal factors include elements that originate from the individual themselves, such as emotions, needs, preferences and personality. For example, individuals who feel depressed or anxious may be more prone to making impulse purchases as a way to cope with these negative emotions. In addition, personal preferences and dissatisfaction with existing products or services can also trigger impulse purchases.

External factors, on the other hand, include various elements that are outside the individual, such as the appearance of the product and its physical characteristics, as well as environmental aspects such as promotions, special offers, or social influences that may come from friends, family, or the neighborhood where shopping is conducted. For example, an attractive promotion or pressure from friends to buy a particular product may trigger impulse buying behavior. In the context of impulse buying, it is important to understand how internal and external factors can influence consumer shopping decisions. Understanding these factors can help

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individuals to better control impulse shopping behavior and make more informed purchasing decisions according to students' needs and preferences.

Based on the previous explanation, there are various factors that then influence impulsive buying behavior. This research will focus on the aspects of conformity and lifestyle. The main difference of this research compared to previous studies is the use of samples and locations. Different research. Therefore, the researcher chose the topic "The Relationship between Conformity and Lifestyle to Impulse Buying among College Students in the Context of Online Shopping."

## II. METHOD

Based on the available population size, researchers refer to the Krejcie and Morgan Table used to determine the appropriate sample size in a study. This table provides guidance on the number of samples required based on population size and the desired level of confidence, so that researchers can ensure the necessary representative and accurate research results. From a population of 273,229 students in Surabaya, East Java, a sample of 384 people was obtained with an error rate of 5%.

In this study, the sampling method that will be applied is the Random Sampling technique. This technique is included in the Probability Sampling category, which provides an equal opportunity for each member of the population to be selected as part of the sample. The use of this technique aims to ensure that the selected sample can reflect the overall population of characteristics relevant to the research objectives, namely measuring conformity, lifestyle, and Impulsive Buying in college students. The following are the sample selection criteria:

- a. Student
- b. Owning a Smartphone
- c. Have an online shopping app
- d. Domiciled in Surabaya.

## III. RESULTS

This research is a quantitative study with a correlational approach, which analyzes data using multiple linear regression and parametric correlation. To determine whether the sample data came from a normally distributed population, the Kolmogorov-Smirnov test was used. This method is applied to test the normality of data distribution. If the significance value (p-value) of the Kolmogorov-Smirnov test is greater than the set significance level (usually 0.05), it can be concluded that the data follows a normal distribution. In other words, if the p-value >0.05, there is insufficient evidence to reject the null hypothesis stating that the data is normally distributed normal. This test is applied to the Impulse Buying variable (Y) to evaluate whether the data distribution on the variable follows a normal distribution pattern. The results of the normality test calculation show a significance value of 0.180 for Impulse Buying, as detailed in Table 1.

**Table 1. Impulsive Buying Normality Test Results**

Z	p	Description
1,097	0,180	Normal

Source: SPSS Output Version 16

Linearity test results between conformity variables (X1) and impulse buying variables (Y) shows an F deviation from linearity value of 1.349 with a significance of 0.132. This indicates a linear relationship between conformity (X1) and impulse buying (Y). Similarly, the linearity test between lifestyle (X2) and impulse buying (Y) shows an F deviation from linearity value of 1.294 with a significance of 0.113, which also indicates a linear relationship between lifestyle (X2) and impulse buying (Y). Detailed linearity test results can be seen in Table 2.

**Table 2. Linearity Test Results**

Variables	F Deviation from Linearity	p	Description
Conformity (X1) – Impulsive Buying (Y)	1,349	0,132	Linier
Lifestyle (X2) – Impulsive Buying (Y)	1,294	0,113	Linier

Source: SPSS Output Version 16

The multicollinearity test results for conformity and lifestyle show a tolerance value of 1.000 (>0.10) and VIF of 1.000 (<10.00). This indicates that there is no multicollinearity or intercorrelation between conformity and lifestyle. The multicollinearity test results can be seen in Table 3.

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**Table 3. Multicollinearity Test Results Conformity and lifestyle**

<i>Tolerance</i>	<i>VIF</i>	<i>Description</i>
1,000	1,000	No multicollinearity

**Source:** SPSS Output Version 16

The results of the heteroscedasticity test on the conformity and lifestyle variables show a significance of 0.827 ( $>0.05$ ) for conformity and 0.730 ( $>0.05$ ) for lifestyle. This means that there is no heteroscedasticity in these two variables. The results of the heteroscedasticity test can be seen in Table 4.

**Table 4. Heteroskedicity Test Results**

<i>Variables</i>	<i>P</i>	<i>Description</i>	<i>Conclusion</i>
Conformity	0,827	$>0,05$	No heteroscedicity
<i>Lifestyle</i>	0,730	$>0,05$	No heteroscedicity

**Source:** SPSS Output Version 16

The first hypothesis in this study proposes a relationship between conformity and lifestyle with impulsive behavior in college students. The test results show a significance value of  $0.001 < 0.05$ , which indicates a significant relationship with a correlation coefficient of 0.179, indicating a strong relationship. The positive value indicates that an increase in conformity and lifestyle is associated with an increase in impulse buying. Conversely, a decrease in conformity and lifestyle is associated with a decrease in impulse buying. These results illustrate that conformity and lifestyle are positively correlated with impulse buying in college students. Thus, this hypothesis is accepted.

**Table 5. First Hypothesis Test Results**

<i>F</i>	<i>P</i>	<i>Description</i>
7,510	0,001	Highly Significant Correlation ( $p < 0.01$ ); Hypothesis accepted

**Source:** SPSS output version 16

The second hypothesis in this study states that conformity is positively correlated with impulse buying in college students. The test results show a significance value of  $0.978 > 0.05$ , which indicates no significant relationship, with a correlation coefficient of 0.001 indicating a weak relationship. The negative value indicates that the higher the conformity, the lower the impulse purchase. Conversely, the lower the conformity, the higher the impulse purchase. These results illustrate that conformity is negatively correlated with impulse buying in college students. Thus, this hypothesis is rejected and the null hypothesis is accepted.

**Table 7. Third Hypothesis Test Results**

<i>Correlation Coefficient</i>	<i>p</i>	<i>Description</i>
0,001	0,978	Highly Significant Correlation ( $p < 0.01$ ); Hypothesis accepted

**Source:** SPSS output version 16

The third hypothesis in this study states that lifestyle is positively correlated with impulse buying in college students. The test results show a significance value of  $0.000 < 0.05$ , which indicates a significant relationship with a correlation coefficient of 0.179, which indicates a strong relationship. Positive value shows that an increase in lifestyle is associated with an increase in impulse buying. Conversely, a decrease in lifestyle was associated with a decrease in impulse buying. These results illustrate that lifestyle is positively correlated with impulse buying in college students. Thus, this hypothesis is accepted.

## IV. DISCUSSION

The first hypothesis in this study proposes a relationship between conformity and lifestyle with impulsive behavior among college students. Research by Rahmatika (2020) supports this hypothesis by showing a correlation coefficient  $x_1y$  of 0.372 and a  $p$  value of 0.001 ( $p < 0.01$ ), which indicates a highly significant positive relationship between hedonic lifestyle and impulsive behavior.



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In other words, the higher a person's hedonic lifestyle, the greater the likelihood of impulsive behavior. This explanation is supported by the social influence of reference groups that are considered credible, attractive, and powerful, which can influence individual beliefs, attitudes, and behavior in making impulse purchases (Schiffman, 2012). In addition, research by Ernayanti and Marheni (2022) shows that peer conformity and self-monitoring contribute to impulse buying by 8.3%, while 91.7% is influenced by other factors. The significance value of  $0.001 < 0.05$  indicates a simultaneous influence between conformity and lifestyle on impulse buying, with conformity as a significant predictor of impulsive behavior in adolescents. The higher a person's level of conformity, the higher the intensity of impulsive behavior.

Verplanken and Herabadi (2001) explain that normative social influence encourages individuals to conform to the group in order to be accepted and liked, which in turn can increase the tendency to make impulse purchases. Informational influence, which is the desire to obtain important information and act on that information, can also influence impulse buying behavior. Impulse purchases occur without careful consideration and planning, as buyers focus more on the price and benefits gained from the product. Feelings of happiness and excitement when wanting goods greatly influence impulse buying, making it difficult for buyers to resist desires and tend to make purchases immediately.

The hedonic lifestyle, which consists of activities, interests, and opinions, also plays a role in impulsive behavior. Activities involving the consumption of luxury goods and entertainment, interests in the latest fashion and trends, and opinions about lifestyle and consumption all contribute to increased impulsive behavior. Thus, this study suggests that conformity and lifestyle are important factors influencing impulsive behavior in college students, with underlying psychological dynamics playing a significant role.

The second hypothesis in this study stated that there is no positive relationship between conformity and impulse buying in college students, and this hypothesis was rejected. This indicates that there is no significant evidence to support the assumption that a person's level of conformity is significantly related to the tendency to make impulse purchases. Similar research shows that the relationship between conformity and impulse buying has a low correlation with impulse buying low, which means that the effect of conformity on impulsive behavior is not significant or only weak. Research by Agatha et al. (2023) shows a relationship between conformity and impulse buying with a correlation coefficient ( $r$ ) of 0.388, which is classified as a low correlation category. This is in line with the research of Agatha and Maike (2024) which reveals that conformity has a negative and significant influence on impulse buying.

The results of this study indicate that conformity does not have a significant impact on impulsive behavior in college students. This indicates other factors besides conformity have a greater influence on impulse buying. Although conformity can influence individual behavior in a social context, its influence on impulsive buying is not strong enough. The low correlation found in this study indicates that there are many other factors that are more dominant in influencing students' impulsive behavior when shopping, such as psychological aspects, lifestyle, and other situational factors. The psychological dynamics involved suggest that normative social influence and informational influence, although instrumental in shaping conformity behavior, are not strong enough to drive impulsive behavior in a purchasing context. Although individuals may conform to the group or seek information from others to act right, impulsive buying is more influenced by other factors such as internal motivation, emotions, and personal preferences. Thus, this study provides important insights that although conformity plays a role in social behavior, its influence on impulsive buying is limited and needs to be considered alongside other factors that are more significant in influencing impulsive buying behavior in college students.

In this study, it was found that students who have a low conformity relationship tend not to be affected by the urge to do impulsive buying. Based on these findings, it is recommended that students maintain a critical and independent attitude in making purchasing decisions. In addition, it is important for students to continue to increase awareness and self-control of external influences that can trigger consumptive behavior. Thus, students can better manage personal finances and avoid unnecessary purchases. Impulse buying behavior is common in society, including among university students. Many students initially only intend to take a walk in the shopping center, but without realizing it, their interest in attractive items can make them immediately buy the item, even though there is no initial intention to make a purchase.

According to Horney (Sarwono, 2004), adolescent girls are more susceptible to peer influence in purchasing decisions and tend to be more emotional and impulsive when shopping. An individual's level of self-control is essential to overcome the negative impact of conformity. The ability to control oneself allows individuals to regulate their actions in order to fulfill personal values and needs. Marsela and Supriatna (2019) in their research showed that good self-control helps a person maintain their behavior within the framework of social norms. This self-control allows for a balance between participating in appropriate social conformity and maintaining personal integrity. Research conducted by Nurani (2018) also supports the relationship between self-control and behavior in accordance with social norms. The research findings show that individuals who have a high level of self-control are better able to direct their behavior positively. With good self-control, individuals can more effectively refrain from group pressure that may not be in accordance with applicable social norms.

The third hypothesis in this study found a positive relationship between hedonic lifestyle and impulsive behavior in college students, which is supported by several previous studies. Hedonic lifestyle can be explained through three aspects: activities,

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interests, and opinions, all of which play a role in increasing the tendency of impulsive behavior. Students who engage in various consumptive activities, such as visiting shopping malls, relaxing in cafes, and watching movies in theaters, tend to make purchases without careful planning. These activities create an environment where impulse purchases are more likely to occur due to constant exposure to attractive and tempting items. Strong interest in fashion, food and entertainment can drive impulsive behavior. Interest in the latest trends or the desire to try new things often leads to unplanned purchases, especially when individuals feel excited and satisfied with the purchase. Individuals' views on lifestyle, consumption and fashion trends greatly influence purchasing decisions. Opinions formed from personal experiences, cultural values, and information from the social environment can increase the tendency to buy impulsively.

This study revealed that hedonic lifestyle has a significant positive relationship with impulsive behavior among college students. This finding is consistent with previous studies by Lestari (2012), Saputra (2017), and Aida (2017), which show that the higher a person's hedonic lifestyle, the greater the tendency of impulsive behavior. A hedonic lifestyle encourages individuals to become more consumptive and make purchases without planning, because various aspects of life such as activities, interests, and views play a role in creating an environment that supports impulse buying. Thus, the third hypothesis in this study, which proposes a positive relationship between lifestyle and impulse buying among university students, is proven and acceptable.

Hedonic lifestyles increase the tendency to seek immediate pleasure and gratification, which is often realized through impulsive purchases. Activity consumptive nature, interest in things that provide pleasure, and views that support a consumptive lifestyle all create psychological conditions that encourage impulsive buying. Individuals with a hedonic lifestyle often have a strong desire to be liked and recognized by their social environment. Purchasing luxury items or following the latest trends can be a way to achieve social acceptance and status, which encourages impulsive behavior. Impulse purchases are often triggered by positive emotional responses, such as feelings of pleasure, excitement and satisfaction when purchasing something desired. A hedonic lifestyle reinforces these emotional responses, making individuals more susceptible to impulse buying when they feel happy or want to satisfy themselves. Thus, this study provides a deeper understanding of how the hedonic lifestyle influences impulsive behavior in college students, through psychological dynamics involving activities, interests, opinions, and strong emotional responses to purchases.

Although the descriptive and categorization results of the three variables show moderate scores, there are some scores that are still low. This can be seen from the findings that students are in transition and are building a student self-image. This transition period is an important period where students are looking for themselves and trying to understand and establish a personal identity that suits their social environment. Initial interviews showed that impulsive buying behavior is caused by a strong internal drive to follow a popular style or trend. Students are often influenced by the latest trends circulating around students, either through social media, peers, or the campus environment. The urge to look 'in' and not be outdated is one of the main motivations behind this behavior.

One of the main factors that drive impulsive buying behavior among college students is the strong desire to conform their appearance to the demands of their peer group. Friend groups often have certain standards or expectations regarding how their members should look. Students, in an effort to be accepted and recognized by the group, tend to engage in impulsive buying to meet these expectations. Students feel the need to own certain items, wear clothes that are trending, or use accessories that are considered cool by fellow students.

The result of this phenomenon is that students tend to make impulsive buying as an effort to meet social expectations and strengthen student identity in the group. Impulsive buying not only reflects the desire to follow trends, but also shows an effort to build and strengthen social position and self-image in the eyes of peers. Thus, this behavior becomes an integral part of the process of identity formation and social integration among students.

## V. CONCLUSION

Based on the research findings, it can be concluded that:

1. The first hypothesis in this study states that there is no relationship between conformity and lifestyle with impulse buying in college students, because the analysis used is non-parametric.
2. The second hypothesis in this study assumes that conformity is positively correlated with impulse buying in college students. However, the test results showed a significance value of 0.978 which is greater than 0.05, so there is no significant relationship between the two variables, with a correlation coefficient of 0.001 which indicates a weak level of relationship.
3. The third hypothesis in this study states that lifestyle is positively correlated with impulse buying in college students. The test results show a significance value of 0.000 which is smaller than 0.05, so there is a significant relationship between the two variables, with a correlation coefficient of 0.179 which shows a strong level of relationship.
4. Of the 180 research subjects, 45.9% had moderate impulse buying tendencies; 202 subjects, or 51.5%, had moderate levels of conformity; and 116 subjects, or 29.6%, had moderate lifestyles.

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