

Hedonic Conformity and Impulsive Tendencies towards Consumptive Behavior in Central Ternate City Community Mediated by Consumptive Lifestyle

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ABSTRACT

This research explores the relationship between hedonic conformity, impulsive tendencies, consumptive lifestyle, and consumptive behavior among individuals in Central Ternate. The sample for this study was selected using Purposive Sampling, and data was collected through observation, interviews, and questionnaires. The Partial Least Square (PLS) approach was used for data analysis. The study's findings indicate that hedonic conformity and impulsive tendencies have a significant and positive impact on consumptive behavior. Additionally, the study supports the idea that the consumptive lifestyle variable can mediate the relationship between hedonic conformity and consumptive behavior. However, the study does not find evidence to support the idea that the consumptive lifestyle variable can mediate the relationship between impulsive tendencies and consumptive behavior. Overall, this research provides insight into the factors that contribute to consumptive behavior among individuals in Central Ternate.

Keywords: Hedonic Conformity, Impulsive Tendencies, Consumptive Behavior, Consumptive Lifestyle

INTRODUCTION

Young individuals, specifically teenagers aged between 13 and 18 years according to Hurlock (1980), are highly sensitive to the latest trends and matters impacting their peers. As a result, this demographic is frequently associated with a propensity for consumerism, as suggested by Hasan (1987).

The Behavioral Trends of Generation X have been the subject of research, including a study by Surindo Utama, which found that clothing purchases occurring more than once a month ranked highest at 99% (Femina Magazine, 1995). These findings indicate a pronounced tendency towards consumerism with respect to apparel among adolescents. Other research, such as that conducted by Reynolds et al. (1973), reveals that adolescents aged 16-18 often allocate their expenditures towards necessities that support their appearance. This behavior arises from adolescents' desire for recognition within their social environments, particularly among peers. According to Kanuk and Schiffman's research (in Sari, 2005), adolescents between the ages of 16-21 are classified as consumptive consumers since they purchase products primarily for prestige and self-esteem.

Cultural changes and group influences have been observed to shape consumption patterns and behavior in the community, making it an area of great interest for researchers. Researchers are keen to investigate how people in the information age allocate their expenditures and exhibit purchasing patterns, as well as the characteristics that define different consumer groups. A deeper understanding of these factors can help researchers segment the wider community into distinct groups for each type of purchase, while also exploring the extent to which culture and community groups, particularly among Central Ternate residents, exert a strong influence on purchasing decisions. Further investigation is warranted to determine whether consumption patterns are driven by desires, needs, or social recognition.

According to Ball & Eckel (1996) that having a superior social standing confers greater value and cost to products than similar items lacking such a distinction. Given the crucial role of status in shaping economic interactions, it is reasonable for individuals and companies to strive for a higher status. The importance of status goods varies among distinct consumer groups and is contingent upon economic and social conditions. Bloch & Richins (1992) states that individuals who are perceived as physically attractive enjoy certain benefits in life, and as such, many invest considerable sums of money in products that enhance their appearance.

The people of Ternate tend to engage in shopping activities without prior financial arrangements or in-depth product knowledge when fulfilling their shopping desires. For instance, the people of Ternate exhibit strong loyalty towards their group when meeting their consumption needs. In addition, consumption activities among the people of Ternate are often driven by a desire to maintain social status and recognition, as reported by interviews conducted by researchers with 10 women from the "Mrs. Arisan" group and 20 members of the motorcycle community.

These findings suggest a discrepancy between theoretical and empirical ideal conditions, motivating further investigation into the factors underlying the consumptive behavior of Central Ternate residents. According to Reynolds (in Hasibuan, 2009), young women tend to spend more on appearance-related products, such as clothing, cosmetics, accessories, and shoes, compared to young men.

Furthermore, Mowen and Minor (2002) define reference groups as frames of reference that individuals use to make purchasing or consumption decisions. Such reference groups exert a strong influence on individual life, particularly in relation to group recognition of its members. However, conformity within groups is not always positive, as noted by Dacey and Kenny (in Hotpascaman, 2009).

Television Advertising has been found to have a limited influence on adolescents, with only 17% of adolescents being influenced by the electronic advertising, according to research by Cahyani (in Sitohang, 2009). In contrast, the social environment of adolescents is found to be a more significant influence on their behavior, accounting for 83% of the impact.

THEORITICAL STUDIES

Consumptive Behavior

The theory of consumptive behavior postulates that individual behavior is influenced by sociological factors in their lives, which compel them to consume excessively or wastefully towards goods and services that are lacking or unnecessary (Safitri & Hartono, 2014).

Hedonism Conformity

Definition of Conformity: Conformity refers to the type of social influence in which an individual adjusts their attitude and behavior to fit existing social norms. It is a change in behavior due to group pressure (Myers, 2012). According to Baron and Byrne (2005), conformity involves adapting one's expected behavior based on the rules of their reference group, accepting group thinking rules or dominating behavior, and adhering to group or community expectations (Haryani & Herwanto, 2015).

Hedonism

Hedonism is a concept popularized by the philosopher Epicurus (341-279 BC), which considers pleasure and material enjoyment to be the most important goal in life. According to Burhanuddin (1997:81), hedonism is the idea that something is good based on the pleasure it brings.

Impulsive Tendencies

Impulsive buying refers to an individual's tendency to buy spontaneously, without much thought, immediately and kinetically. Highly impulsive individuals are more likely to experience spontaneous stimulus purchases, have more open shopping lists, and accept sudden unplanned purchase ideas. Impulsive purchases often involve hedonic or affective components (Cobb & Hoyer, 1986; Rook in Engel et al., 1994) (Murray & Dholakia, 2000).

Gasiorowska (2011) has provided a definition of impulsive purchases as those that are made without reflection, are not planned, occur spontaneously, and are motivated by a sudden desire to purchase a particular product in response to a stimulus. This definition also suggests that consumers are influenced by the physical proximity of the product and may exhibit low intellectual control, such as a lack of consideration of the necessity of the purchase, a reduced rationale for buying, and a failure to evaluate the consequences of the purchase. Additionally, this behavior is often characterized by a sudden surge of gratification, which can delay the onset of any disappointment. Furthermore, impulsive purchases are associated with high emotional activation, such as excitement and stimulation that may be caused by the product, the buying situation, or the buying process.

Consumptive Lifestyle

The notion of consumptive lifestyle pertains to a set of distinct behaviors that are exhibited by a group of individuals or society who adhere to similar values and ways of life. The lifestyle that emerges within society reflects the values held by the community. The measurement of the lifestyle of a group of individuals necessitates a program or instrument. Kotler (2002:192) has defined lifestyle as an individual's manifestation of their activities, interests, and opinions in the world. Behaviorism is preoccupied with the scrutiny of observable behaviors (Sarwono, 1998:81). In line with this theory, the input in the form of a stimulus and the output in the form of a response are of paramount importance. Reinforcement is also deemed a crucial factor by the behaviorist school, which bolsters the emergence of a response. Consumer behavior is susceptible to change under the influence of various factors such as reference groups and low literacy. Lifestyle becomes a reinforcing factor that can fortify consumptive behavior.

RESEARCH METHODS

The population for this study was randomly selected without any stratification considerations (Sugiyono, 2013: 152). The sample for this research was determined using Purposive Sampling method, which involves selecting samples based on specific criteria. Personally administered techniques were used for data collection.

According to Hair (2010:176), when the sample size is too large, for example 400, the method becomes very sensitive, making it difficult to obtain good goodness-of-fit measures. Therefore, it is recommended that the minimum sample size is 5-10 observations for each estimated parameter.

In this study, the sample size consists of 135 individuals from shopping center consumers. With 27 indicators multiplied by 5, the sample size for this research is obtained through calculations based on the formula mentioned earlier and equals 135 respondents

Data was collected through observation, interviews, and questionnaires. Observation involved detailed and direct observation of real objects to gather information. Interviews were conducted to obtain information from sources by asking relevant questions related to the topic of discussion. Questionnaires were used to collect data by providing a set of written questions to respondents.

The Partial Least Square (PLS) approach, which is a variance-based approach from the Structural Equation Model (SEM), was used for data analysis in this study. The data analysis technique employed in this study was the PLS or Partial Least Square approach, which is a variance-based method from SEM.

Hypothesis Development

The Effect of Hedonic Conformity on Consumptive Behavior

Conformity refers to a behavioral or attitudinal tendency to adhere to group norms and social conventions (Damayanti, 2014). In accordance with behavioristic learning theory, the influence of group pressure to engage in hedonistic behaviors can elicit consumptive responses from individuals. Furthermore, reinforcement and punishment are vital factors in this theory. In the context of conformity, individuals who conform to the norms and regulations of their group are rewarded with recognition and acceptance (reinforcement), whereas those who do not conform are subjected to rejection (punishment).

H1 : There exists a significant correlation between hedonic conformity and consumptive behavior.

The Effect of Impulsive Tendencies on Consumptive Behavior

Impulse purchases, also known as unplanned purchases, refer to buying actions that are executed without prior planning, often within the store setting (Ompi, A. et al., 2018). According to a study conducted by Sukma Irdiana et al., emotional induction plays a critical role in impulsive buying behavior. However, it is important to note that emotional processes do not exclusively dictate product selection. Individuals experiencing positive emotional states have a higher level of cognition, which enables them to make decisions with greater ease, speed, and simplicity, requiring less cognitive effort (Isen, 1987).

H2 : There is a Significant Influence of Impulsive Tendencies on Consumptive Behavior.

The Effect of Hedonic Conformity on Consumptive Lifestyles

In a study by Ritasari and Muis (2016), it was found that social class factors, including the influence of friends who exhibit luxurious lifestyles, and urban environmental factors that promote hedonistic activities with consumptive tendencies, are the primary determinants of hedonic lifestyle behavior. Meanwhile, research conducted by Rianton (2013) revealed a significant and positive association between peer group conformity and hedonic lifestyle, with the latter accounting for 23% of the variance in the former.

H3 : There is a significant influence between conformity Hednois and Consumptive Lifestyle

The Influence of Impulsive Buying on Consumptive Lifestyles

Japariato and Sugiharto (2011) cite research by Engel et al. (1995) to provide a definition of impulse buying as an unplanned purchase or purchase decision made while in a shop or hijab boutique, without prior planning.

H4 : There is a Significant Influence Between Impulsive Buying and Consumptive Lifestyles

The Effect of Consumptive Lifestyle on Consumptive Behavior

The variable of consumptive lifestyle is assessed through three indicators: activity, interest, and opinion. Descriptive analysis of these indicators reveals that two of them fall within the medium category, while the remaining indicator is categorized as low. Specifically, the interest indicator is classified as low.

H5 : There is a Significant Influence Between Consumptive Lifestyle and Consumptive Behavior

The Effect of Hedonic Conformity on Consumptive Behavior Mediated by a Consumptive Lifestyle

The research conducted by Agus and Wahyudin (2017) aligns with the findings of Hidayat and Kurniawan (2016) as noted by Arysa (2013). Specifically, the study suggests that students exhibit a sensitivity towards current trends, resulting in a tendency to follow prevailing fashion trends. However, such trends often leave consumers dissatisfied with their current wardrobe, thereby motivating

continued consumption in order to remain fashionable. This ultimately contributes to the development of a consumptive lifestyle among students.

H6 : There is a significant influence between hedonic conformity and consumptive behavior through a consumptive lifestyle

The Effect of Hedonic Conformity on Consumptive Behavior Mediated by a Consumptive Lifestyle

According to Sumarwan (2015: 45), the manner in which individuals live their lives and allocate their financial and temporal resources has an impact on their decision-making processes. Decisions can be rational or irrational, with impulsive buying being one example of an irrational decision. Sumartono (2002:117) has also supported this view.

H7 : There is a Significant Influence Between Impulsive Tendencies and Consumptive Behavior Through a Consumptive Lifestyle

RESULTS AND DISCUSSION

Result

Hypothesis test Significance Test (Bootstrapping)

Table 1 Significance Test Value

H	Variable	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)
H5	Lifestyle -> Consumptive Behavior	0.303	0.301	0.082
H4	Impulsive Tendencies -> Lifestyle	0.207	0.200	0.086
H2	Impulsive Tendencies -> Consumptive Behavior	0.311	0.311	0.069
H3	Hedonic Conformity -> Lifestyle	0.631	0.637	0.075
H1	Hedonic Conformity -> Consumptive Behavior	0.575	0.574	0.066

Source: primary data has been processed (2023)

Based on the test values presented in the table, the findings indicate that the variable of hedonic conformity (T count 8.712 > 1.98; P-Value 0.000 < 0.05) has a significant and positive effect on consumptive behavior, supporting the acceptance of the first hypothesis (Ho 1). Similarly, the variable of impulsive tendencies (T count 4.510 > 1.98; P-Value 0.000 < 0.05) also shows a significant and positive impact on consumptive behavior, supporting the acceptance of the second hypothesis (Ho 2). The third hypothesis, which posits that hedonic conformity has a positive and significant influence on a consumptive lifestyle, is also supported by the data (T count 8.431 > 1.98; P-Value 0.000 < 0.05), as indicated by the acceptance of Ho 3.

However, the fourth hypothesis, which suggests that impulsive tendencies have a positive and significant effect on a consumptive lifestyle, is not supported by the data (T count 2.422 < 1.98; P-Value 0.016 > 0.05), resulting in the rejection of Ho 4. Finally, the fifth hypothesis, which proposes that hedonic conformity has a positive and significant effect on the consumptive lifestyle, is supported by the

data (T count $3.686 > 1.98$; P-Value $0.000 < 0.05$), supporting the acceptance of Ho 5.

Mediating Effects Test

Table 2 Mediating Effect Test Value

H	Variable	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H7	Impulsive Tendencies -> Lifestyle -> Consumptive Behavior	0.063	0.065	0.034	1866	0.063
H6	Hedonic Conformity -> Lifestyle -> Consumptive Behavior	0.191	0.189	0.055	3,471	0.001

Source: Primary data processed, 2023

The data presented in the above table indicates that the hedonic conformity variable's indirect effect on consumptive behavior may be mediated by the consumptive lifestyle variable, as evidenced by a T-statistic value of $3.471 > 1.98$ and a P value of $0.001 < 0.05$ (significance level), resulting in the acceptance and substantiation of Ho 6. This finding is further supported by previous research, which suggests that the consumptive lifestyle variable can mediate the relationship between hedonic conformity and consumptive behavior indirectly, with a value of 35.571% (Eva Oktafikasari and Amir Mahmud, 2017).

Conversely, the indirect effect of the impulsive tendency variable on consumptive behavior can be mediated by the consumptive lifestyle variable, as indicated by a T-statistic value of $1.866 < 1.98$ and a P value of $0.063 > 0.05$, resulting in the rejection of Ho 7. Although this finding is consistent with previous research that the consumptive lifestyle variable cannot mediate the relationship between impulsive tendencies and consumptive behavior, it is important to note that the previous study examined different variables (i.e., economic literacy) and reported an indirect effect value of -2.26% (Eva Oktafikasari and Amir Mahmud, 2017).

DISCUSSION

The Effect of Hedonic Conformity on Consumptive Behavior of the People of Central Ternate

Based on the results of the test and data analysis presented above, it can be asserted that hedonic conformity exerts a positive and significant impact on consumptive behavior. This finding is consistent with Darmayanti's (2014) assertion that an individual's behavior and lifestyle are highly influenced by the group environment, particularly in a conformity group that exhibits a propensity for shopping, which may encourage individuals to conform to similar behaviors.

The Effect of Impulsive Tendencies on Consumptive Behavior of the People of Central Ternate

The test results and data analysis presented above indicate that impulsive tendencies exert a positive and significant influence on consumptive behavior. These findings are consistent with previous research conducted by Engel et al.

(2001) and Verplanken and Herabadi (2001), which also reported a positive and significant relationship between the impulsive tendency variable and consumptive behavior.

The Effect of Hedonic Conformity on the Consumptive Lifestyle of the People of Central Ternate

The test results and data analysis presented above reveal that hedonic conformity exerts a positive and significant impact on consumptive style. These findings align with previous research conducted by Lisma and Haryono (2016), Gumulya et al. (2013), Arysa (2013), and Hidayat and Kurniawan (2016), which reported a positive and significant relationship between the hedonic conformity variable and consumer lifestyle.

The Effect of Impulsive Tendencies on the Consumptive Lifestyle of the People of Central Ternate

The test results and data analysis presented above indicate that impulsive tendencies have a non-significant and negative influence on the consumptive lifestyle.

The Influence of a Consumptive Lifestyle on Consumptive Behavior of the People of Central Ternate

Based on the aforementioned test results and data analysis, it can be concluded that the consumptive lifestyle has a positive and significant impact on consumptive behavior. This finding is consistent with the study conducted by Lumenta et al. (2016). The outcome of this study is congruent with Ritzer's (2012: 1087) argument, as cited by Eva (2017), which posits that contemporary human consumption patterns have shifted from fulfilling basic necessities to consuming symbolic goods and services that are a reflection of one's self-identity.

The Effect of Hedonic Conformity on Consumptive Behavior Mediated by the Consumptive Lifestyle of the People of Central Ternate

According to the results of the test and data analysis presented above, it is concluded that there is a positive and significant relationship between hedonic conformity and consumptive behavior, which is mediated by the consumptive lifestyle. This finding supports the work of Azwar (2014) which suggests that contemporary society, particularly adolescents, are engaging in excessive consumption patterns of items with unclear value.

The Effect of Impulsive Tendencies on Consumptive Behavior Mediated by the Consumptive Lifestyle of the People of Central Ternate

Based on the statistical analysis presented above, it can be concluded that impulsive tendencies have a negative and non-significant effect on consumptive behavior, which is mediated by a consumptive lifestyle. These findings are consistent with the research conducted by Japariato and Sugiharto (2011), who proposed indicators such as responding to every advertising offer, buying the latest products, purchasing well-known brands, believing in the quality of well-known brands, frequently purchasing different brands, and perceiving other brands as similar to those purchased to determine the influence of shopping lifestyle on impulsive buying.

CONCLUSION

Based on the hypothesis testing and discussion, this study draws the following conclusions:

1. Hedonic conformity exerts a positive and significant impact on consumptive behavior. This suggests that there is a positive hedonic conformity among the people of Central Ternate, and that conformity to hedonic preferences influences their consumption behavior.
 2. Impulsive tendencies have a positive and significant effect on the consumptive behavior of the people of Central Ternate. This means that the people of Central Ternate engage in planned actions when making purchases.
 3. Hedonic conformity has a positive and significant effect on the consumptive lifestyle of the people of Central Ternate. This indicates that group influence plays a significant role in the selection of products or items to be purchased.
 4. Impulsive tendencies have a negative and not significant effect on the consumptive lifestyle of the people of Central Ternate. This means that the people of Central Ternate still make planned purchases of consumed goods as a way of life.
 5. The consumptive lifestyle has a positive and significant effect on the consumptive behavior of the middle-class people of Central Ternate. This implies that the nature of their purchases still influences their consumptive behavior.
 6. Consumptive behavior is positively and significantly associated with hedonic conformity, and that the consumptive lifestyle mediates this relationship. This demonstrates that consumptive behavior among the people of Central Ternate is still influenced by reference groups, and lifestyle becomes a reference for adjustments in groups for each type of purchase.
 7. Impulsive tendencies have a negative and non-significant effect on consumptive behavior, which is mediated by a consumptive lifestyle.
1. Hedonic conformity has a partially positive and significant effect on the consumptive behavior of Central Ternate residents. This finding suggests that the people of Central
 2. Ternate exhibit positive hedonic conformity, which in turn influences their consumption behavior.
 3. Impulsive tendency has a partially negative and insignificant effect on consumptive behavior, indicating that Central Ternate residents engage in planned behavior before making purchases.

Suggestion

Drawing from the findings and discussion of this study, the following recommendations are put forth for future research:

1. Researchers are encouraged to employ diverse objects and variables to explore the impact of variables investigated in this study and generate complementary research.
2. The study can be extended to specific subgroups to acquire more specific respondent characteristics.
3. The insignificant variable of impulsive tendencies can serve as a research point of reference.

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