

The Influence of Excessive Buying Behavior on The Hedonism Lifestyle of Students

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ABSTRACT

This study aims to investigate the influence of compulsive buying behavior on college students in Palembang City, by considering in terms of aspects of the lifestyle of hedonism and perfectionism among students today. The research method used is experimental psychology with quantitative research design, one group pre-test post-test design. The sample of this study consisted of Sriwijaya Polytechnic students from universities in Palembang city who were selected using cluster sampling technique. Data was collected through a questionnaire that measured the level of compulsive buying behavior that influenced the hedonism lifestyle. Statistical analysis, including the product moment correlation test, was used to analyze the data by comparing the test results after and after treatment in the form of providing material via zoom related to the issue of compulsive buying. The results of this study are expected to provide a deeper understanding of the factors that influence compulsive buying behavior in college students, as well as how relevant psychological implications for the development of interventions and problem solving of related issues.

Introduction

Nowadays, young people from all walks of life are very familiar with various technological sophistication which is a tool for obtaining various kinds of up-to-date information, one of which is in terms of meeting daily needs and lifestyles. This causes the emergence of bad and good impacts on daily life. In obtaining a good impact, of course this is obtained by means of individual expertise in utilizing existing sophistication to push themselves forward towards a more positive lifestyle, such as making internet technology a source of information on recipes, digital books, workout tutorials, and programs presented by the internet that can support positive progress in their daily lives (daily activities). However, the existing sophistication can also cause harmful behavior for each individual who is wrong in using it. This harmful behavior has become a common phenomenon for the early adolescent-adult age range, one of which is university students.

In this age phase, it can be said that individuals are searching for their identity. Therefore, individuals will tend to confrontate or imitate a group of others according to their knowledge and sense of interest in one that becomes the source or even becomes the mecca

of their lifestyle. This of course requires trinkets or goods (property) that support their habits. One of them is by purchasing goods in excess. Compulsive buying is a social and health problem experienced by modern society. According to Müller (in Walenta et al., 2022) The behavior that arises is shown by the urge to buy goods/services excessively to make individuals lose control over them.

This is supported by the development of the sophistication of the internet, which makes consumers use internet shopping services that facilitate and influence a person's compulsive behavior, which is now only based on wants rather than needs, with this tendency a person is unable to resist their desire to buy (Lejoyeux and Weinstein, 2010; Awani Arzakia, 2023). According to Awani Arzakia (2023), Compulsive buying is recognized as a prominent psychological and psychiatric situation and has the ability to affect well-being for individual lives. Compulsive buying, as one of the phenomena of excessive, uncontrollable, repetitive shopping, and often associated with negative emotional states, carries serious social and personal consequences. Previous research on similar issues has aimed to explain and identify as clearly as possible the characteristics of compulsive buying (Utami et al., 2024).

Students who have unplanned purchasing behavior are due to changes in lifestyle behavior, increasing types of human needs, because there are more and more online shops that provide various types of products and services and so on. 10% of students are idealistic students, 90% are hedonic students (Ikhsantoro & Mujiasih, 2023). Lifestyle is often one of the characteristics of a person, this timeline has very many fashion mecca that is the favorite of young people. Especially in women, individuals who are synonymous with fashion sense as a physical appearance that wants to look prominent or almost perfect and or perfect. A person's lifestyle greatly affects how a person lives his life activities and it becomes a reflection of how the lifestyle he is living or lives everyday.

Compulsive buying behavior that causes a person's character to be wasteful and waste money, not to forget that this uncontrolled purchase of goods can lead to and is closely related to acts of hedonism which can be interpreted as a wasteful habit. The hedonism lifestyle causes a tendency for individual behavior to emerge through social interactions between individuals and other individuals, in order to obtain pleasure and freedom to achieve enjoyment of life.

Factors that can influence the hedonic lifestyle according to Kotler and Armstrong (2005; in Arinda, 2021) can be divided into two, namely internal factors (from within the individual) and external (from outside the individual). Internal factors include attitudes, experiences, and observations, personality, self-concept, motives and the weakness of one's religious beliefs affect the behavior of some people who glorify fun and riot. Meanwhile, external factors include family, social class, and culture as well as reference groups which include peer groups, discussion groups, interest and talent groups, and so on (Arinda, 2021).

Method

Research design is the stages as well as an explanation of the process that researchers will use to conduct research. In order to achieve a scientific truth, it is necessary to use scientific research methods that are in accordance with the objectives to be achieved in a study. In this study, researchers used quantitative research methods that acted as a support for pre-experiment research conducted on subjects. This type of research design uses a one group pre-test post-test design. With the Product Moment correlation test using SPSS 25. The population of this study were 15 Sriwijaya Polytechnic students in Palembang.

Data collection uses 3 instruments, namely the provision of educational treatment material on compulsive buying and test questions before and after the educational treatment of compulsive buying material. The response categories on the test used in the questionnaire are Strongly Disagree (STS), Disagree (TS), Undecided (R) Agree (S), and Strongly Agree (SS). Test or questionnaire questions are used to measure the results of education before and after educational treatment to determine the subject's awareness and self-evaluation.

Results and Discussion

The purpose of this study is to compare the pre-test and post-test results after treatment by providing intervention as well as education related to the psychological issues of compulsive buying behavior to the research subjects. To explore and understand the relationship between compulsive buying behavior and hedonic lifestyle among college students. Thus, this study is expected to provide a better understanding of the factors that influence consumptive behavior among college students and its impact on the hedonistic lifestyle. The research scale has been tested by (Osydea, 2018) which shows hedonism behavior is a behavior that arises when individuals make compulsive purchases that will cause individuals to always feel less and feel afraid if others know and see their shortcomings.

However, after the intervention or education regarding compulsive buying behavior, it is expected that there will be a significant difference from the information given by the subject after filling out the post-test form.

One-Sample Kolmogorov-Smirnov Test

| | | Pretest | Posttest |
|----------------------------------|----------------|---------------------|---------------------|
| N | | 15 | 15 |
| Normal Parameters ^{a,b} | Mean | 48.47 | 65.53 |
| | Std. Deviation | 4.779 | 6.151 |
| Most Extreme Differences | Absolute | .159 | .130 |
| | Positive | .099 | .082 |
| | Negative | -.159 | -.130 |
| Test Statistic | | .159 | .130 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} | .200 ^{c,d} |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Table 1. One-Sample Kolmogorov-Smirnov Tes

The normality test is used to determine whether the data used and normally distributed are good or not. In this study using SPSS 25 using the criteria for a significant score > 0.05. Based on the results of the normality test above, it can be seen that the significance value is 0.02 > 0.05, which means it is not normal.

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|-----------------------|----------------|--------------------------|----------------|----|-------------|-------|------|
| Posttest * Pretest | Between Groups | (Combined) | 492.733 | 12 | 41.061 | 2.220 | .352 |
| | | Linearity | .828 | 1 | .828 | .045 | .852 |
| | | Deviation from Linearity | 491.906 | 11 | 44.719 | 2.417 | .329 |
| | Within Groups | | 37.000 | 2 | 18.500 | | |
| | Total | | 529.733 | 14 | | | |

Table 2. ANOVA

Linearity in decision making is in two ways, the first is by comparing the significance value with 0.05. If the value is more than 0.05 then there is a linear relationship, but conversely if it is smaller then there is no linear relationship. The second is to compare the F-Score with the F-Table. If the F-Score is smaller than the F-Table then there is a significant relationship and if the F-Score is greater than the F-Table then there is no significant relationship. From the table it can be seen that the linearity test carried out in this study is Sig and the F-Score obtained has a relationship between the Pre-Test and Post-Test results because the significance of the linearity deviation is 0.329 > 0.05.

Correlations

| | | Pretest | Posttest |
|----------|---------------------|---------|----------|
| Pretest | Pearson Correlation | 1 | .040 |
| | Sig. (2-tailed) | | .889 |
| | N | 15 | 15 |
| Posttest | Pearson Correlation | .040 | 1 |
| | Sig. (2-tailed) | .889 | |
| | N | 15 | 15 |

Table 3. Correlations

The table above shows that the post-test results with the pre-test have a coefficient of 0.40 with a significance of 0.889. If the significance is less than 0.05 then the variable is considered correlated, while if the significance value is greater than 0.05 then the variable is considered uncorrelated.

The Pre-test and Post-Test results show a relationship or correlation with a significant degree of relationship of more than 0.05 where between the two results there is still a relationship after the intervention or treatment. In other words, there is no change in subject behavior after treatment. Thus it can be concluded that the hypothesis of this study states that there is still a relationship between compulsive buying behavior that affects the emergence of a hedonism lifestyle in Politenik Sriwijaya Palembang students can be accepted.

From the research conducted, it was found that there was no change in the subject's behavior after the treatment/educational intervention. Compulsive behavior is an act of excessive, addictive, and repeated consumption with the aim of influencing the mood to be happier (Schiffman & Kanuk, 2008). Compulsive buying has been defined as a response to unpleasant or problematic situations. This behavior will provide short-term happiness to individuals but have a negative impact in the long run (Otero-Lopez & Vilardefrancos, 2014).

Psychologically, these adverse effects can include regret, shame, and guilt (Quoquab, 2015). According to Raudsepp & Parts (2014) in (Osydea, 2018) besides psychologically someone who has compulsive behavior will have financial problems and increased debt caused by excessive shopping. Ridgway (2006) in (Osydea, 2018) adds that individuals make shopping as an outlet that gives a positive impression so that the individual is happier, and thinks that shopping is an effort to set a better mood.

According to (Osydea, 2018) the hedonism lifestyle that exists in this student directs his activities that seek the pleasures of life and these activities include spending time outside the home, playing more, enjoying the city crowd, enjoying buying unnecessary items, and always wanting to be the center of attention. Many people consider that the hedonism lifestyle is a social disease because humans have lost their human orientation and existence in the social situations and conditions of the surrounding community. Researchers see the influence of compulsive buying behavior and hedonism lifestyle. Based on the results of exposure and supported by previous research that the higher the level of a person's

compulsive buying behavior, the higher the level of hedonism lifestyle he has. And the results of the research that has been done show no change in the behavior of the subject after treatment and a large correlation coefficient level, and this means that the treatment carried out in the experiment is not sufficient to affect the pattern of consciousness and behavior of the subject under study.

Conclusion

The results showed that there was no change in the subject's behavior after the educational intervention related to compulsive buying behavior and hedonic lifestyle. Compulsive behavior itself is characterized by excessive consumption that aims to create temporary happiness, but has adverse long-term effects such as regret, shame, and financial problems.

A hedonic lifestyle, which seeks the pleasures of life by spending time outdoors, shopping excessively, and always wanting to be the center of attention, is also associated with compulsive buying behavior. However, the intervention was not effective enough to change the behavior patterns of the subjects, as indicated by the large correlation coefficient level between compulsive buying behavior and hedonic lifestyle. Therefore, this study highlights the importance of developing more effective intervention strategies to address compulsive behavior and hedonic lifestyle.

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