Consumptive Behavior Reviewed from Self-Esteem and Brand Image in Teenagers

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Abstract

This research aims to determine the relationship between self-esteem and brand image and consumer behavior in adolescents. This research uses a quantitative approach using a questionnaire. The psychological measuring instruments used in this research include the consumer behavior scale, self-esteem scale and brand image scale. The sample in this study was female students in class X SMA YP Unila Bandar Lampung with a total of 215 students. The data analysis technique for this research uses multiple regression analysis assisted by the SPSS 21.0 for Windows program to see the relationship between self-esteem and brand image and consumer behavior in teenagers. The results of this research show that self-esteem and brand image have an effective contribution of 27.5% to related variables and 72.5% are generated by other variables outside this research. The self-esteem variable has no relationship with consumer behavior in adolescents, marked with a significance value of 0.444 (p>0.05), while the brand image variable shows a relationship with consumer behavior, marked with a significance value of 0.001 (p<0.05).

Keywords	Consumptive Behavior, Self-Esteem, Brand Image, Female Students.

INTRODUCTION

Teenagers are one of the targets or prey who have influence in marketing industrial products (Sebayar et al., 2011). This is because teenagers are people who tend to be more easily influenced by other people, so they easily develop consumerist attitudes. The above statement is in accordance with the opinionTambunan (2001) that according to the goods provider, teenagers are one of the targets who have power, because a person's consumption patterns are formed when they are teenagers.

Apart from that, teenagers tend not to be thrifty in managing money, are easily influenced by advertising persuasions, and adjust to their peer environment. Teenagers are willing to spend money just to fulfill all their desires, not because they fulfill their own needs. Every day, not only a few teenagers don't like spending money to buy food and drinks, clothes, electronic goods, and shows such as watching films or so on.

This is shown by the average teenager only to show off their abilities and prestige to their peers. Adolescents in the environment tend to behave consumptively so it is inevitable that adolescents will imitate their friends who show that they do not want to be seen as inferior to their peers. (Maulana, 2013).

Consumptive behavior is one of the problems for community activities, especially teenagers, because teenagers should be more focused on upholding non-wasteful and useful characteristics rather than unreasonable consumptive behavior. If this happens, it can have a negative influence, including the nature of wasting money just to fulfill one's desire to shop. (Wahyudi, 2013).

Consumptive behavior will also have an impact, namely a wasteful lifestyle and will give rise to social jealousy, because people will buy all the goods, they want without thinking

about whether the price of the goods is cheap or expensive, whether the goods are needed or not, so that for people who cannot afford it they will not be able to afford it. to follow that kind of lifestyle.

Apart from that, if teenagers cannot fulfill their desires, then these teenagers will use various ways to fulfill them. There are many cases in everyday life, namely teenagers who steal clothes in a shop just because they want the clothes, teenagers who dare to go against their parents just because people old people can't fulfill their wishes or teenagers who use school fees just to fulfill their wishes.

According to Glock (Loudon & Bitta, 1984) Consumptive behavior in individuals, especially teenagers, is shown because individuals have certain desires, for example wanting to be appreciated by other people. Self-esteem is continuous with consumer behavior. This can be understood based on the statement fromMyers (2012) which states that one of the internal factors that influences consumer behavior is self-esteem.

Self-esteem is an important factor in forming an image of an individual's self. When teenagers, self-esteem is one of the main things in realizing an individual's self-image which influences a person's knowledge of himself.

Teenagers who tend to behave consumptively do not hesitate to spend money on themselves. According to Coopersmith (in Novliadi, 2009) Having low self-esteem causes teenagers to make more efforts to raise their self-esteem, for example looking for friends and joining a group of peer organizations which can raise their self-esteem and also increase their self-esteem and self-acceptance in the surrounding environment.

Low self-esteem is caused by teenagers who do not have appropriate attitudes; therefore, teenagers are easily influenced by their peers in order to gain recognition and be accepted in their group. So that teenagers who join an organization of their peers will be able to raise their self-esteem and also be able to fulfill their sense of recognition and acceptance of their environment.

The statement above shows that teenagers who have low self-esteem will tend to behave consumptively in order to survive in their friendship group. The statement above states that teenagers who have low self-esteem will have a consumptive attitude in order to survive among their friends. Wilkie & William (1994) states that with consumer behavior, individuals try to have things that can make them feel accepted and appreciated by their environment so that individuals will feel happy and proud of themselves. Individuals will feel happy and proud if they have something more than their peers and will feel more confident and can improve their social status among their peers, which means this is intended to increase their self-esteem as well.

Research conducted byTriyaningsih (2011) Teenagers, especially young women, are a group of consumers who have characteristics such as being easily influenced by advertising or sales, buying things unreasonably and not being able to save money. Characteristics like this make it very easy for teenagers to fall into excessive shopping behavior. The reality of observations is that there are many teenagers who like to shop for goods and accessories that have well-known branded products. Many young women buy the same things as their peers with the aim and purpose of comparing the goods they have, and their friends have and to

see whose products other people look up to more. Moreover,
nowadays there are many producers who sell their products through offline stores, online stores, store applications and courier services in various regions which causes many young women to be interested and ultimately gives rise to consumer behavior in everyday life. It can be concluded that high school students, especially teenagers' daughters carry out consumptive behavior as seen in the fact that there are many teenagers who like to shop for goods and accessories that have well-known branded products.

Many young women buy the same things as their peers with the aim and purpose of comparing the goods they have, and their friends have and to see whose products other people look up to more. Moreover, in this day and age, there are many manufacturers who sell their products through offline stores, online stores, application stores and courier services in various regions, which causes many young women to become interested and ultimately lead to consumer behavior.

There are aspects that can influence teenagers to carry out consumptive behavior, namely buying goods not only based on how useful they are or because they are necessary, but buying goods because they are influenced by a consumptive lifestyle and the urge for prestige so as not to be called outdated. (Kristiana, 2013). Apart from that, individuals can be more confident if they use products that are considered classy by their surroundings and that are not outdated (Setiana, 2013).

There are aspects that influence individuals, especially teenagers, to be consumptive, including using services or buying products not because of a need but only to satisfy pleasure and be seen by others so that they remain up to date and are seen as having a high social status by their environment. (Kristiana, 2013). Individuals, especially teenagers, if what they wear, both clothing and accessories and a lifestyle that has a branded view of their environment, will tend to make the individual feel more confident. (Setiana, 2013).

The results of observations made byPurkasih (2008) In a Jakarta mall, there are quite a few visitors who come to the mall who are teenagers, many teenagers are interested in the discounts on branded goods at the mall. The research obtained is that many visitors who come to the mall are teenagers and on average they are interested in the discounts offered by branded goods kiosks in the mall.

Kasali(in Bhineka, 2015)conducted research which explained that 30.8% of malls are the main place for teenagers to spend their free time with their peers, the main purpose of teenagers making purchases is that 49.4% of their money is used to buy food or snacks, 19.5% of the money is for purchasing school supplies, 9.8% for traveling and having fun, 9.4% for purchasing clothes, 8.8% for saving money, 2.3% for purchasing cassettes, 0.6% for purchasing accessories and 0 .4% did not answer.

The conclusion of the percentage results is that teenagers tend towards a consumptive and hedonic lifestyle. This research shows that the level of consumption among teenagers can be said to be in the high category, then the incidence in the psychology of the main role, namely individuals who live in urban areas, is related to consumptive behavior among these teenagers is very large.

As research resultsSukari, Larasati, Mudjijono, and Susilantini (2013)states that consumer behavior is carried out by 94.10% of teenagers because they rely on style and always want to follow the latest trends, they are not yet able to manage their finances and are not able to control their desires, they have high egos, they always follow fashion for the sake of prestige. , and has a tendency to try new things.

Researchers collected initial data by interviewing two teenagers who were students at SMA YP UNILA Bandar Lampung. Adolescent A said that sometimes they buy things because of wishes and desires that have not yet been realized. Teenagers also often make purchases based on being invited by their friends because the items they buy are interesting and they make purchases because their friends also buy the goods. Teenager B said that he would also be interested in buying items that received prizes. Both teenagers also often buy trendy items, for example tote bags. The two teenagers said that usually after school teenagers accompany their friends or do assignments in cafes or places to eat which are usually used as hangouts for teenagers.

Teenagers really value how they look because they are so concerned about how other people see them so that they can be accepted. Identity is formed through taste in clothing, they use physical objects such as clothing, shoes, appearance and accessories to show identity. Identity in teenagers can also be formed through food and drink, such as places where teenagers hang out just to buy drinks or eat with their peers at a cafe or famous eating place. This behavior of teenagers explains their attachment to a brand and product. Brand awareness is the same thing among teenagers in all parts of the world or what is usually called a symptom of global adolescence (Herlina, 2013).

When teenagers buy goods, they tend to prioritize brands. A well-known brand that is often used by public figures which motivates teenagers to own these items. Teenagers feel proud if they wear items that are the same brand as the artist. Views about a brand and advertising have a very important influence on a business in order to attract consumer interest and make the business successful (Malik, 2013).

On the other hand, teenagers have concepts and opinions about beauty, but on the one hand, teenagers cannot deny their desire to use branded products just to look more attractive. They often shop for the same products as their peers and often compare their items with their friends' items in order to see whose products are more up to date. Not a few Offline Stores and Online Stores provide various products that make young women unable to control themselves in spending on products and give rise to consumerist behavior. (Amalia, 2016).

Regarding the explanation explained above, there are two factors that influence consumer behavior, namely self-esteem and brand image. In other research conductedNugroho & Fauziah (2018) regarding "The Relationship Between Self-Esteem and Consumptive Behavior of Branded Fashion Products in Students of Sman 3 Semarang", based on research results, it shows that self-esteem influences the emergence of consumptive behavior in branded fashion products. Research byArifin & Vanessa (2017) reinforces the "Influence of Brand Image and Price on Consumer Purchasing Decisions" The results of the research conducted are that brand image has a significant and positive influence on consumer purchasing decisions. If the perception of a brand is inherent and is considered to have high

selling value, then consumers will make purchases which, if they cannot be controlled, will lead to consumer behavior.

METHOD

This study uses a quantitative approach. The quantitative approach has specific characteristics, is well structured, has been tested for the validity and reliability of measuring instruments and has an explicit definition. This research is a relationship study that tests whether IV has an influence on DV (Kumar, 2011).This approach was chosenbecause this research was conducted to see the relationship between self-esteem and brand image on consumer behavior in adolescents. This research is non-experimental because it measures the relationship between IV and DV without providing special treatment to research respondents related to measuring research variables.

The respondents in this study were female students in class X at SMA YP Unila Bandar Lampung with a population of 215 students.

The sampling technique in this research is the Cluster Random Sampling technique. Sampling in this way is randomization of groups, not individual subjects (Azwar, 2010).

The measuring instrument used to measure consumptive behavior in this research is the consumptive behavior scale developed byFromm (1995) which consists of 4 indicators, namely wish fulfillment, goods out of reach, unproductive goods, and status. The self-esteem variable uses the self-esteem scale developed by Coopersmith (in Irawati, 1997) This measuring tool consists of 31 items consisting of 4 aspects, namely self-acceptance, self-confidence, interpersonal relationships, ability to deal with the environment. Furthermore, the measuring instrument used to measure brand image is the brand image scale developed byDavis (2000) This measuring tool consists of 31 items consisting of four indicators of attributes, profits, brand attitude and brand personality. The scale used in this research is a 4-point Likert Scale, namely STS (Strongly Disagree), TS (Disagree), S (Agree), and SS (Strongly Agree).

The researcher begins the research by looking for the phenomenon that will be used in this research, then the researcher formulates a research problem from the existing phenomenon. After that, the researcher discussed the appropriate variables for the phenomenon with the supervisor. After discussing the variables, researchers search for, collect and read valid literature and information related to the variables and relate one variable to another. The next researcher looks for theories, as well as measuring instruments for each variable that has been determined. Then the researcher discussed with the supervisors the contents of each chapter written in this research.

Next, the researcher looked for original measuring instruments for each variable. Then the researcher looks for adaptations of the measuring instruments. After getting adaptations of the measuring instruments for the two variables, the researchers adapt the measuring instruments again, then proceed to the validity and reliability stage of the related research variables.

The data analysis technique was carried out using SPSS version 21.0 for Windows with multiple regression analysis to see the relationship between the independent variables,

namely self-esteem and brand image, and the dependent variable, namely consumer behavior.

RESULTS AND DISCUSSION

Hypothesis Test Results

The hypothesis test in this research is "there is a significant relationship between self-esteem and brand image and consumer behavior in adolescents". In testing this hypothesis, researchers used multiple regression analysis techniques with the help of SPSS 21.0 for Windows application. The R Square of the hypothesis is in the following table:

Table 1. R-Square
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.524a	0.275	0.247	9.96978	0.275	9,843	2	52	0,000

a. Predictors: (Constant), Brand Image, Self-Esteem

The results of the data analysis above obtained an R value = 0.524, an F value = 9.843 with a significance of $p = 0.000$ (< 0.01). This shows that the hypothesis is accepted. Thus, it can be interpreted that the variables of self-esteem and brand image have an influence on consumer behavior in adolescents.

Furthermore, R-Square can show how much influence the independent variable has on the dependent variable. Based on the data analysis table, the R-Square is 0.275 or 27.5%, thus it can be interpreted that the independent variable has a percentage influence of 27.5% on the dependent variable and 72.5% is influenced by other variables outside this research. The next step is to test the second and third hypotheses.

Independent Hypothesis Test Results

Summary of Second and Third Hypothesis Test Results

Variable	R	Sig.	Information
X1-Y	-0.105	0.444	Negative-Insignificant
X2-Y	0.432	0.001	Positive-Significant

The second hypothesis in this research is "there is an insignificant negative relationship between self-esteem and consumer behavior in class X teenage girls at SMA YP Unila Bandar Lampung". The results of the hypothesis test show that in the table above the correlation coefficient $(rx1y) = -0.105$ and the coefficient of determination $(r2) = 0.011$ with $p = 0.444$ ($p > 0.05$) can be obtained, which means the second hypothesis cannot be accepted. The results of the second hypothesis test show that there is no significant relationship or a

negative relationship between self-esteem and consumer behavior. These results can be interpreted to mean that teenagers' self-esteem is not related to consumer behavior in class X teenage girls at SMA YP Unila Bandar Lampung.

The third hypothesis in this research is "there is a significant positive relationship between brand image and consumer behavior in class X teenage girls at SMA YP Unila Bandar Lampung". The results of the hypothesis test show that in the table above the correlation coefficient (rx2y) = 0.432 and the coefficient of determination (r2) = 0.187 with p = 0.001 (p < 0.05) are obtained, which means the third hypothesis is accepted. The results of the third hypothesis test show that there is a significant relationship between brand image and consumer behavior. These results can be interpreted to mean that the brand image of teenagers has a relationship with consumer behavior in class X teenage girls at SMA YP Unila Bandar Lampung.

This research aims to determine whether there is a relationship between self-esteem and brand image in adolescents. Based on the results of research conducted on 55 female students, the results showed that there was a significant influence between self-esteem and brand image on consumer behavior in teenagers.

The self-esteem variable has a negative relationship that is not significant. This is in line with research conducted by Nanda (2015), there are other factors that can influence consumptive behavior because self-esteem has a very small influence on determining whether an individual's consumptive behavior is high or low. The social status and economic level of parents influences consumptive behavior due in part to Respondents in the study coming from families with a middle to upper economic level. economic factors and the high level of education of a teenager will be proportional to the high level of consumer behavior. The socio-economic status of parents also influences the consumption behavior of goods and services because it shows their social status Aprilia and Hartoyo (2013).

The brand image variable has a significant positive relationship. This is in line with research conducted by Amalia (2016) which explains that there is a significant relationship between brand image and the consumer behavior of female teenagers who match the brand they find and will not try other brands. The basis used by researchers is the theory of factors put forward by Sumartono (2002). Experimenting with more than two similar products with different brands is a strong factor in this research. Consumers have a tendency to use similar products with different brands to previously used products, even though the product is still available. The thing that causes teenage girls to try more than two brands of similar products is a lack of understanding of the brand image of a product.

So, it can be concluded that on the basis of the proposed hypothesis, there is one hypothesis that is accepted, namely brand image, while the hypothesis that is not accepted is self-esteem. This research certainly has shortcomings because there are limitations of the researcher, including the adoption of independent variables which have little reference because the independent variables used in this research are internal factors that influence consumer behavior, namely self-esteem, apart from this, there are external factors that influence on consumer behavior, namely brand image. So that future researchers who will examine consumer behavior can develop it by including other factors such as: internal factors

which include motivation, observation and learning processes, personality and self-concept, as well as external factors which include culture, social groups, reference groups and family. External factors in consumer behavior also factor into a person's psychological aspects, for example conformity which can then lead to cohesiveness and peer influence.

CONCLUSION

Based on the research results, it can be concluded that there is a significant relationship between self-esteem and brand image on consumer behavior with a sig value = 0.000 and a correlation coefficient (R2) of 0.275. So, it can be interpreted that self-esteem and brand image have a 27.5% influence on consumer behavior in adolescents and 72.5% are influenced by other variables outside this research.

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