

# DIFFERENCES CONSUMPTIVE BEHAVIOR TOWARDS CLOTHING BASED ON PERSONALITY TYPE EXTROVERTS AND INTROVERTS ON TEENAGE GIRLS

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## ABSTRACT

*This study aims to determine the difference between the consumptive behavior on teenage girls with personality outfit extrovert and introvert. The hypothesis is there is difference between the consumptive behavior of teen clothing between extrovert and introvert personality type . Subjects were teenage girls of 60 people , aged 18-19 years old and still active registered student at the University of Mercu Buana Yogyakarta. Selection of subjects is done by using purposive sampling technique. Measuring instruments used for data retrieval research is Consumptive Behavior Scale and the Eysenck Personality Inventory ( EPI ). Consumptive behavior in teenage girls with personality extrovert higher ( 103.17 ) than ateenage girls with introverted personalities (76.13). The results of the analysis using the independent sample t test showed values of 11.98 with  $p < 0.05$ . This means that there are differences in consumptive behavior towards clothes among teenage girls with personality extrovert and introvert.*

**Keywords: Consumptive Behavior, Extrovert and Introvert Personality, Teenage Girls**

## INTRODUCTION

Now a days more and more human needs evolve, not just limited to the biological needs , but also on the psychological needs. Human needs can be defined as a state of lack of satisfaction on the basis of certain ( Chaplin , 2001 ). Human behavior can not be separated from efforts to meet the needs as Maslow ( in Schultz & Schultz , 1994) that actually needs that drive human behavior . Maslow ( in Schultz & Schultz , 1994) expressed the need in the Hierarchy of Needs is composed of the most powerful needs to weakest. These needs consist of physiological needs ( food , water , air , sex ), safety ( clothing , shelter , etc. ), a sense of belonging and love, self-esteem, and self-actualization needs. Each person will be different levels of needs and not all of these requirements possessed by every individual . Furthermore, Maslow ( in Schultz & Schultz , 1994) argues that if it had met the requirements of the other needs will arise above the level of the previous requirements . The need for security is an important requirement in the second level for humans ( Maslow in Schultz & Schultz, 1994).

Once the physiological needs are met, people will try to meet her needs for security. The fulfillment of the most important security is through clothing. Clothing is the main protector that feels safe for the human body such as from cold, heat , or other things that do not directly touch the body. But over the times

and movements of the human life span , the function of clothing continues to grow. Clothing not only as a protector of the body , but also can help individuals meet needs at a higher level ( Solomon & Rabolt , 2007 ). Clothes that are part of the fashion products are product categories which are known to reflect the social life of the consumer , fantasy , and membership ( Solomon & Rabolt , 2007). According to Kaiser (1990) , clothing can show the wearer's social status , image , and personal characteristics of the wearer. It is believed that the need is met through the purchase of fashion products can be an indicator that reflects the social, economic and consumer consumption trends. How to dress to follow the fashion trend also shows the individual 's personality and idealism (Hemphill & Suk, 2009).

Behavior which always follow the trend of fashion, and social demands tend to cause excessive consumption patterns . Fashion is always changing, a style that has practically fashionable , will be replaced again by another, more fashionable styles , which then will become a trend , and it will always be like that ( Hemphill & Suk, 2009). This indirectly will continue to demand a dissatisfaction with what the individual and encourage to always consume because of fear behind and considered old-fashioned . As a result , the individual does not pay attention to the needs , functions and benefits of the purchases, the most important thing is to have the goods. They tend to buy what they want, they need not be excessive and unnatural ( Fromm , 1995 ).

Excessive buying behavior and not reasonably be described as consumptive behavior. Lubis (Sumartono, 2002) says that consumptive behavior is behavior that is no longer based on rational considerations , but because of the desire that has reached a level that is no longer rational. Further Ancok & Suroso ( 1995 ) explains that consumptive behavior is a human tendency to perform limitless consumption, where people are more concerned with emotional factors rather than rational factors or in other words, is more concerned with desire rather than necessity. Humans no longer buy things that are really needed , but buying goods solely to buy and try the product, although the product is basically not needed . One of society 's most easily affected by excessive consumption patterns are teenagers (Loudon & Bitta , 1984).

According to Monks, Knoers and Haditono (1996) , globally person is entering adolescence when he entered the age between 12-21 years , which is in the early teens 12-15 years of age , is in the middle teens 15-18 years of age , and endog teens there at the age of 18-21 years . This study will be conducted on young women particularly female students who are in the age range 18-21 years. This is because the student is a group of impressionable teenagers and always want to look more attractive than their friends another . Evidence of consumptive behavior on the student is when they spend their money , considered to be less efficient ( Lina and Rosyid , 1997) . Purchases made no longer to meet the needs

per se, but rather on a desire to imitate others, try products, would like to draw the attention of others and look different from their peers .

Assauari ( 1987) expressed the opinion that there are some characteristics of adolescent consumptive behavior. The first is , teenagers want to look different. Teens in use or wear an item always want more than the appearance of others that differ from the previous outdated and was not impressed. Secondly , became the pride of self. Teens usually will feel proud if he can have different stuff from other people, even more so if the goods are much nicer and more powerful than anyone else's. Third, the bandwagon. Adolescents generally overreacting just to imitate others and follow the fashion trends that are outstanding and not to meet their basic needs. Fourth , draw the attention of others. The purchase of an item because someone wants to draw the attention of others by using the items that are popular at the time because teens tend to like to be considerate of others.

Observations and interviews in 10 student at Mercu Buana University of Yogyakarta, which took place on October 25th, 2013 shows the student consumptive behavior can be seen from the student wishes to look different from previous appearances . This makes the student does not want to look old-fashioned style and appearance or otherwise not up to date with being in style . Coed feel embarrassed if what is used or attached to it seem outdated, this causes each student to buy the latest fashion clothing. Moreover, the development of today's fashion apparel that almost every month even week always change the style of funny, interesting and always different makes motivated student would like to have clothes and ended up buying the clothes. When buying clothes sophomores tend to consider price rather than on the basis of the benefit or usefulness . So if the price in accordance with the financial , then without thinking student will buy the clothes. The second is when the student get the desired clothing and a trend at that time , there arose a certain satisfaction and indirectly become self pride because it looks more fashionable and modern assessed . By buying clothes that were in, the student feel more confident especially if the clothing is purchased has a high price and the clothes could indirectly be a symbol of social status for the student . Furthermore, female students tend to bandwagon with impersonating others or follow the fashion trends in circulation . Least once a month did little student went to the store, boutiques , malls to see the development and imitate the style of clothes there and buy clothes. Especially if among peers wearing the latest fashions . Sophomores will emulate and look for clothes in the same style .Coupled with the influence of idols referenced student in appearance. Clothes that used to make the student as the center of attention even become a trend setter for their peers . So student vying to be the first person to wear the latest fashion clothing . Coed buy clothes on the basis that he was the first to use the latest fashion clothing without thinking about its usefulness.

Consumptive behavior is influenced by many factors that can essentially be divided into two factors: external factors and internal factors ( Engel et al , 1999 ). External factors are factors outside one's self , or in other words derived from the people or the environment . Different environments will have assessment , needs , opinions , attitudes and tastes different. The external factors include culture , social class , reference groups and families. According to Engel et al (1999) The second factor affecting consumptive behavior are internal factors . Internal factors are factors that come from within a person , which is likely to give effect to the formation of attitudes and behaviors. Internal factors include motivation, self-esteem, observation and learning, locus of control, and personality. According to Kotler (2000) decision to buy heavily influenced by personal characteristics , one of which is personalit . Similarly, consumptive behavior can be seen in one of these personality types .

Hawkins (1986) adds that factors other than the consumer is influenced by the values in society and the family also influenced by other factors including personality . This means that when someone makes a purchase of a product so many things to be considered one of which is whether the product is in accordance with the personality or not . According to Atkinson (1999 ) personality is a pattern of behavior and ways of thinking that is characteristic that determines the adaptation to the environment . Accordingly Schultz & Schultz (1994 ) explains that was a unique personality, a relatively settled in the internal and external aspects of the character of a person that influence behavior in different situations . Jung ( in Suryabrata 2006 ) adds that personality is the combination or the amount of the entire contents of the mental , emotional and spiritual person. According to Jung ( in Suryabrata , 2006) one of the division of personality type is introverted and extroverted personality types. Jung ( in Suryabrata , 2006) adds the individual with extrovert personality type is influenced by the objective world, the world outside himself . The orientation was particularly drawn to the outside, thoughts, feelings , and actions is mainly determined by the social environment and the environment both non- social environment . Individuals are more favorable to the people , more open, sociable , relationships with others smoothly . Unlike the extroverted personality, individuals with introverted personality types mainly influenced by their subjective world , the world in its own right. The orientation was particularly drawn to the thoughts, feelings, and actions are determined primarily subjective factors .

Alignment with the outside world is not good ; soul closed, difficult to get along , it is difficult to relate to others , less able to attract the attention of others. Eysenck ( in Suryabrata , 2006) adds extrovert personality type characterized by unyielding nature (toughmindedness) , impulsiveness when acting ( impulsiveness ) , tend to be relaxed , happy feeling experienced can improve performance , would rather work associated with the crowd , tolerant to pain , love new things ( change ) and like to take chances. While the introverted personality type traits are the

opposite of extrovert personality traits , namely the nature of a soft heart ( tendermindedness ), thinking before acting ( introspectiveness ), tend to be serious , experienced the joyful feeling that can interfere with the performance, like the work that is aloof , insensitive to pain , like things that regular ( fixed ) and tend to be timid.

Davis, (1985 ) found that extrovert people buy more goods to show their image than introverts . In other words extroverted individuals want to buy goods outside the basic needs so that people can understand and can see the state of the individual self. Individuals with extrovert personality type wants to show something to others . In addition , more extroverted individuals who are likely to be more sociable consumer in buying the product (Hawkins et al, 1986). This is due to people easily influenced by the surrounding environment , and want to emulate what is becoming a trend at that time in order not to be considered obsolete . In contrast to individuals with introverted personality types . Because orientation is particularly drawn to the world in his own mind the individual more introverted personality buy goods only for the principal purpose only and very rarely buy things beyond their needs (Hawkins et al , 1986). In addition individuals with introverted personalities usually have a habit fixed, not easy to buy anything for granted and want full consideration when deciding to buy something . This study aims to determine the differences in consumptive behavior of clothing in terms of extraverted and introverted personality types in young girls.

Theoretically, the results of this study are expected to contribute to the input reference and scientific disciplines of developmental psychology and consumer psychology , especially in terms of the relationship between personality type with the consumptive behavior in adolescents. While practical, this study can be a reference for adolescents in healthy personal development, especially related to the purchase of a product in order to prioritize the needs of the main priorities is not based on a desire or prestige alone, so that the teenager did not behave consumption and can be used as an additional infomasi for subsequent research related to consumptive behavior and personality. It can be concluded that consumptive behavior is influenced by several factors, one of which is a factor in the individual 's personality. Individuals who have extroverted or introverted personality would have a different attitude in looking at the world around it , which also affects the activity in the community when dealing with others , including the purchase and use of products .

Based on the above explanation, the authors propose the hypothesis : there is a difference between consumptive behavior towards clothes extraverted and introverted personality types in young girls.

## **METHOD**

The subjects in this study were young women aged 18-21 years, student status MercuBuana University of Yogyakarta as many as 80 people. However, only 60 people can be further processed because there is not refundable 8 and 12 are not included in the extrovert and introverted personality . Capturing subjects in this study using purposive sampling technique . This technique can be interpreted as a sampling process to determine in advance the number of samples to be taken , then the sample selection is done on the basis of specific objectives, provided it does not deviate from the characteristics of the sample set (Sugiyono , 2008).

Means of collecting data in this research is consumptive behaviorscale and the EPI (Eysenck Personality Inventory). In consumptive behaviorscale statements given in two forms namely favorable (supporting statement) and unfavorable (do not support the statement ) should direspom by subjects with 4 (four) alternative answers are: strongly agree ( SS), agree ( S ), disagree ( TS ), and strongly disagree ( STS ). Weighting value for aitem - aitem favorable , moving from a score of 4 (four ) to 1 ( one ) and instead move scores of 1 ( one ) to 4 ( four ) for aitem - aitem unfavorable . While the EPI aitem divided into three sections (23 aitem for measuring neuroticism, 24 aitem measure extrovert - introvert and 9 aitem as a lie scale ) , but in this study focused on the extrovert - introvert personality type with a view to simplifying and limiting problem areas that will investigated .

Choice answers must be given by the respondent is " Yes " and " No". For scoring guidelines that have been there , when matched with the given key value of 1 , if no match is not rated. Then the total score scale can be matched with specified norms and where people belonging Extroverts and Introverts where people belonging . Norm used in the classification of personality types Extrovert and Introvert by test scores EPI is Extroverts have a total value of > 15 and Introverts are <13 . And the personalities are between 13-15 are on average not be classified or personality .

Data analysis techniques are used to process the data obtained from this study is the technique of T test (t - test for independent samples). This technique is used to determine differences in consumptive behavior between extrovert and introvert personality types . Data analysis was performed using computer program SPSS (Statistical Product and Service Solutions) version 16.0.

## **RESULTS AND DISCUSSION**

The results of the analysis of the data showed no difference between the consumptive behavior of adolescents with personality outfit extrovert and

introvert , it can be seen from the results of t by 11.98 with  $p < 0.05$ . Adolescents with extrovert personalities tend to be more consumptive than adolescents with introverted personality . This means that the hypothesis that there are differences between the consumptive behavior of adolescents with clothes extrovert and introvert personality type is acceptable. Adolescents with extrovert personality type has a higher mean ( 103.17 ) compared with adolescents with introverted personality types (76,13). The acceptance of this hypothesis suggests that personality can be regarded as one of the factors that determines consumptive behavior in adolescents .Hawskin et al ( in Lina and Rosyid , 1997) suggest that the influence of personality on consumptive behavior, which each have a personality type that consumptive behavior is different. This is because the personality directs individuals to buy products according to each personality type ( Schiffman , 2008) . This opinion is in line with research conducted by Febriyanti (2006) .

Research results show that there is a relationship between hedonistic lifestyle introvert and extrovert personality with the consumptive behavior. Individuals with extroverted personalities tend to have hedonic behavior that would make the individual consumptive behavior that tends to have a higher than individuals with introverted personality . Subsequent research conducted by Butar butar ( 2011) . The study took a sample of S1 students ( Tier 1 ) at the University of North Sumatra.

Research results show that there are differences in consumptive behavior in individuals is extroverted and introverted . The subjects of this study are adolescents who are in the age range 18-21 and are listed as active student Mercu Buana University of Yogyakarta. Actual consumptive behavior in adolescents can be understood when looking at the age of adolescence as a transitional age in the search for identity. Hurlock (1999 ) stated one characteristic of adolescence is a time that is not realistic . At this time , most teenagers look at life in accordance with their own perspective, which is where his views were not necessarily correspond to the views of others and also with reality. Moreover, how adolescents perceive things depends on the emotions that determine the psychological view of an object. The difficulty, teenage emotions are generally not stable. Along with the development of biological, psychological, social, economic, teens entered the stage which had been wiser and more capable of making their own decisions. This increases the independence of teenagers , including his position as a consumer. Teenagers have an independent choice about what he would do with the money and decide what product he wants to buy. But on the other hand , teenagers as consumers have a characteristic impressionable, easily persuaded ad , do not think saving, less realistic.

Consumptive behavior is a human tendency to perform limitless consumption , where people are more concerned with factors emotion rather than

rational factors or in other words more importance than the desires and needs encouragement which desires to consume and purchase goods due to the lure of gifts , packaged goods , keep prestige , seeking and enhance the status , a model of conformity and the desire to try the product ( Ancok & Suroso , 1995) . According to Kotler ( 2000) decision to buy heavily influenced by personal characteristics , one of which is personality . Similarly, consumptive behavior can be seen in one of these personality types .Assuari ( 1987) adds that the characteristics of young women who behave consumptive characterized by a desire to look different , pride, went along, and want to attract the attention of others.

Results categorization and classification of the subject scores on a scale of consumptive behavior indicate that subjects are included in the high categorization by 22 people ( 36.67 % ), subjects with moderate categorization there are 37 people ( 61.67 % ), and 1 ( 1.66 % ) subjects were included in the low category. From these results it can be concluded that the subject has consumptive behavior at the level of being. If you see a difference in consumptive behavior that adolescents with extrovert personality types tend to be more consumer with mean 103.17 compared with adolescents with introverted personality type that has a mean of 76,13.

Individuals with personality type extrovert influenced by the objective world , the world outside him where orientation was particularly drawn to the outside, thoughts, feelings, and actions is mainly determined by the social environment and the environment both non- social environment, a positive attitude towards society, more open , sociable, relationships with others smoothly so that individuals would be more extroverted is susceptible to trends or patterns of consumption over socioeconomic groups as they seek to purchase goods to maintain the position , self-esteem and needs to be recognized by everyone around them (Suryabrata, 2006). This means that individuals with personality types extrovert have more consumptive behavior than individuals with introverted personality type extrovert where people tend to buy things to keep standing, self-esteem and needs to be recognized by others around him. Especially in the individual relationships are very concerned about the appearance. One way to improve performance is through the clothing worn. Hurlock (1999 ) adds that most teens know when they wear the same clothing model clothing popular members of the group , then the opportunity for him to be accepted by the group becomes larger . It can be concluded that adolescents with personality types will extrovert more consumptive than adolescents with introverted personality types because adolescents with personality types extrovert trying to consume the products of certain brands to get the award , praise, to increase confidence , maintain prestige , featuring life luxury , because the lure of gifts , because in conformity with the artist or public figure , or just to maintain a certain status symbol and tend to ignore the benefits and uses of goods purchased is ( Sumartono , 2002) . The same thing also expressed by Baldwin ( 1987) which



states that individuals with extroverted personality type has the orientation (people oriented ) are included in consuming a product . This means that individuals with extroverted personality types are likely to buy a product that is considered good by others and tend to forget the basic essence of the product of the usefulness and need for such products.

Correspondingly according Lury (2013), individuals with extroverted personality type in choosing or consuming a product such as clothing , accessories etc. tailored to the tastes / trends most people , so that he can gain an appreciation, praise and even status / position among certain social. Simamora (2003 ) adds that individuals who are motivated to buy expensive goods is influenced by the need in him like the need to be recognized or accepted in the environment where it is located. Adolescents with extroverted personality in general more active, energetic and like with different types of activities ( Eysenck and Wilson, 1982). For it in a variety of activities undertaken , teenagers need clothes as supporting performances (Hurlock, 1999) . In this case teenagers are more likely consumptive extroverted than introverted personality types to adolescent passive , sluggish and tired because adolescents with extroverted personality would need a lot of clothes that support the activities of teenagers. Adolescents with extrovert personality type also tend to like to try new things . In this case adolescents with extroverted personality like try a new thing for him to look different ( Assauari, 1987). Adolescents with less extrovert personality type can control something done, do something without thinking first about the consequences and spontaneous (Eysenck and Wilson , 1982) .

This results in adolescents with conduct extrovert personality type to buy an item without seeing in terms of the benefits and needs at that time. Teenagers are more concerned with desire than necessity required . In contrast to individuals with introverted personality type, Naisaban ( 2003) stated that individuals with introverted personality types tend to be directed and channeled his attention inward where subjective values have more influence on him than objective values . Because orientation is particularly drawn to the world in his own mind the teens more introverted personality buy goods only for the principal purpose only and very rarely buy things beyond their basic needs (Hawkins et al, 1986) . Introverted personality types happy on something simple and predictable behavior (Prasetijo & Ihalauw ,2005 ) . Adolescents with introverted personality types make purchases with consideration and think about their needs . Further explained that this personality type will not keep changing the brand or product. If the products are in compliance with it, then a teenager with introverted personality will faithfully use them . This suggests that internal factors (within the individual ) as well as personality, played a role in determining an individual consumptive behavior.

Similar feelings were expressed by Engel (1994 ) who added that individuals who have values that directed to himself, in this case people with

introverted personality types tend to be attracted to the simple life on a small scale, he is not materialistic and consumptive. This is possible because individuals with an introverted personality type individual adjustment to the outside world is not good ; soul closed , difficult to get along , it is difficult to relate to others , less able to attract the hearts of others (Suryabrata , 2006) . It makes people introverted buy more products to their attention to the usefulness of the product rather than susceptible to trends or patterns of consumption over socioeconomic groups as they seek to purchase goods not to keep standing, self-esteem and needs to be recognized by everyone around them ( Sumartono , 2002) . Because the judgment of others is not very influential in individuals with introverted personality types . Based on the above , it can be concluded that there are differences in consumptive behavior towards clothes among adolescents with personality extrovert and introvert. Adolescents with extroverted personality has a higher consumptive behavior than teens with introverted personality .

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of research and discussion, it can be concluded that consumptive behavior in adolescents with personality extrovert higher ( 103.17 ) than adolescents with introverted personalities ( 76.13 ) . In addition the results of the analysis of the data shows that there are differences in consumptive behavior towards clothes among adolescents with personality extrovert and introvert with a t value of 11.98 (  $p < 0.05$  ) . In this study there are some suggestions that the author wanted to convey that adolescents are expected to choose the right attitudes and behaviors when making a purchase in a product in order to prioritize the needs are a top priority rather than buying based solely on the desire . Moreover teens should make the activity more useful to improve skills and increase knowledge for teenagers that teenagers do not behave consumptive .Furthermore expected the company to further consider personality factors determine the desire of the consumers and can increase sales by releasing products that match the personality types of consumers and for other researchers who will conduct similar research should pay more attention to aspects such as by the addition of variables and addition of sample research .

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