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**Tarumanagara International Conference on the
Applications of Social Sciences and Humanities 2023
Jakarta, Indonesia | October 23, 2024**



Jakarta, 19th of October 2024
No. : 172-TICASH/UNTAR/X/2024

ABSTRACT ACCEPTANCE NOTIFICATION

Reference Number : **TICASH-172**

Title : The Influence of Conformity and Self-Control on Student's Online Shopping Consumptive Behaviour

Author : Zeufania Theresia and Ninawati

Dear Sir/Madam,

Thank you for your paper submission to the TICASH 2024. We are pleased to inform you that your abstract submission is accepted for presentation in TICASH 2024. In order to be published, you must send your full paper. Before submitting your full paper, we recommend that you check your manuscript to minimize obvious errors, such as formatting and grammatical errors.

It will be appreciated if you put your Reference Number and your name as your paper revision file name (e.g. 001_Revise_Wulan).

You need to send us your revised manuscript in Microsoft Office Document file format (doc or docx) to the TICASH 2024 committee (**ticash@untar.ac.id**) by **23 November 2024** to avoid unnecessary delay.

Further updated information will be published in our website (<http://ticash.untar.ac.id>)

If you have any questions, please do not hesitate to contact us.

Sincerely,

Assoc. Prof. Dr. Miharni Tjokrosaputro, M.M.,
Chairman of Ticash 2024

The Influence of Conformity and Self-Control on Student's Online Shopping Consumptive Behaviour

Zeufania Theresia
Dr. Dra. Ninawati, M.M

Introduction



- Online Shopping has become a major platform, especially for fashion products.
- 73% of consumers in Indonesia find online shopping easier (Ipsos, 2021).
- 88% growth in online shoppers (NielsenIQ, 2020-2021).
- Fashion is the most purchased category by Generation Z and Millennials (Kredivo & Katadata, 2020).
- University students, transitioning from adolescence to adulthood, are particularly influenced by social trends.
- Social conformity pressures them to fit in with peers through fashion choices (Kwasny et al., 2022).
- Online shopping platforms provide convenience, encouraging consumptive behavior.



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Self-Control Definition

- According to Calhoun and Acocella (1990), self-control is the regulation of physical, psychological, and behavioral processes.
- Tangney et al. (2004): Self-control helps individuals regulate their behavior in accordance with societal norms and personal goals.

Factors Affecting Self-Control

- Internal Factors: Age and cognitive development play an essential role in improving self-control (Ghufron & Risnawati, 2014).
- External Factors: Family environment and discipline contribute significantly to an individual's self-control.



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Conformity Definition

- Cialdini and Goldstein (2004): Conformity refers to changing behavior or beliefs to align with those of a group.
- Baron & Byrne: Conformity involves adopting group norms to fit in socially.



Factors Affecting Conformity



- Group Cohesiveness: The closer individuals feel to a group, the stronger their tendency to conform (Baron & Byrne, 2018).
- Group Size: Larger groups exert greater pressure on individuals to conform.
- Social Norms: Both descriptive and injunctive norms play a role in determining conformity.



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Consumptive Behavior Definition

- Fromm (1995): Consumptive behavior is driven by the desire to obtain satisfaction through possession rather than need.
- Kotler (2021): It involves purchasing based on wants rather than necessities.



Factors Influencing Consumptive Behavior

- Internal Factors: Motivation, personality, and economic status impact how students engage in shopping.
- External Factors: Cultural norms, family influence, and social class all play a role in shaping consumptive behavior.



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Research Methodology

- 1 Participants: University students 18-25, both male and female
- 2 Technique Used: Non-probability purposive sampling
- 3 Conformity Scale: Adapted from Soetikno & Arimurti (2020), Self-Control Scale: Based on Tangney's model (2004), Consumptive Behavior Scale: Adapted from Fransisca & Suyasa (2005)
- 4 This is on going research, Collected data from 350 respondents.



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Thankyou



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Certificate of Achievement

This certificate is proudly presented to

Zeufania Theresia

For the contribution as **Presenter**, with the title:

The Influence of Conformity and Self-Control on Student's Online Shopping Consumptive Behaviour

Tarumanagara International Conference on the Applications of Social Sciences & Humanities (TICASH) 2024

"Sustainable Communities: Promoting Law-Abiding Behavior through Digital Education."

Jakarta, October 23th, 2024



Assoc. Prof. Ir. Jap Tji Beng, MMSI., M.Psi., Ph.D., P.E., M.ASCE
Director of Institute for Research and Community Engagement



Assoc. Prof. Dr. Miharni Tjokrosaputro, S.E., M.M.
Chairperson TICASH 2024



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