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CONSUMPTIVE LIFESTYLE OF ADOLESCENTS (STUDY ON STUDENTS OF UPT SMA NEGERI 1 MAROS)

Sitti Aminah

Universitas Negeri Makassar, Jl. A. P. Pettarani, Tidung, Kota Makassar, Indonesia
Email: stammhh88@gmail.com

Andi Agustang

Universitas Negeri Makassar, Jl. A. P. Pettarani, Tidung, Kota Makassar, Indonesia
Email: andiagust63@gmail.com

Andi Dody May Putra Agustang

Universitas Negeri Makassar, Jl. A. P. Pettarani, Tidung, Kota Makassar, Indonesia
Email: andidody@unm.ac.id

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Abstract

The study aims to determine 1) Consumptive lifestyle of students at UPT SMA Negeri 1 Maros and 2) Factors that shape the consumptive lifestyle of students at UPT SMA Negeri 1 Maros. The type of research is qualitative using a phenomenological approach. The number of informants were 15 students who determined through purposive sampling technique with informant criteria, namely: 1) X-XII grade students majoring in MIPA and IPS at UPT SMA Negeri 1 Maros 2) students who often shop at least 3 times a month and 3) students who have online shopping applications and actively purchase a product or item. Data collection techniques are observation, interview, and documentation. Data validity checking is done by member check. Data analysis techniques are data condensation, data presentation, and conclusion drawing. The results indicated: 1) the consumptive lifestyle of students at UPT SMA Negeri 1 Maros can be seen from some of their actions in shopping, namely a) buying products to maintain personal appearance, b) buying products on price considerations (not on the basis of their benefits or usefulness), c) buying products because they are interested in the shape or design of the product, d) buying products at high prices (branded) to create high self-confidence and maintain status symbols, and e) buying similar products with different brands. 2) Factors that shape the consumptive lifestyle of students at UPT SMA Negeri 1 Maros, namely a) the desire to follow emerging trends/modes, b) influence from the social environment (peers), c) being influenced by advertisements played by celebrities on social media, and d) the widespread use of online shopping applications.

Keywords: lifestyle; consumptive; student; product; shopping

Introduction

In this modern era, globalization is one of the things that most affects the social life of today's society. Globalization is interpreted as a process of civilization development that moves into 3 important elements of human life, namely in the economic, political and cultural fields. The presence of globalization brings great influences and shifts cultural values or mindsets that exist in society slowly. If the thoughts and activities of this society are constantly changing, it can allow the creation of a new lifestyle. This happens because basically lifestyle will continue to change along with the development of the times that lead to modernity.

Lifestyle can also be defined as a pattern of behavior owned by an individual which is certainly different from one individual to another. Related to the interactions carried out by individuals every day, we can see how a picture of the lifestyle that a person has without the need to interpret what we really mean. Therefore, lifestyle basically helps people to understand what they do, why they do it, and whether what they do has benefits for themselves or others.

Featherstone in Hendradiningrum & Susilo (2014, p.26) that "lifestyle in sociological studies refers to a lifestyle that characterizes a particular group. It is different in modern society where lifestyle can help determine a person's attitudes, values, wealth, and social status". The lifestyle of each individual is seen in the signs and images used, such as someone who likes to collect branded goods, so his image is known as a fan of branded goods.

One segment of society that is very easy to experience lifestyle changes is teenagers. This is because adolescents are at an age that is not mentally stable or in the sense that they are easily swayed and influenced by something and the influence of biological development during puberty. However, these lifestyle changes will certainly have an influence on themselves, be it a positive or even negative influence. In big cities, the lifestyle has brought negative influences to teenagers where so many brakes have deviated from social values and norms. The existence of an open social life, selfishness, and the attitude of prioritizing ownership of goods and material wealth over the values of this life are behind the changes in lifestyles that are increasingly free and wild.

According to Bush (Angraini and Santhoso, 2017, p.132) "teenagers are possible targets for marketers to target in marketing their products. This makes teenagers grow up in a culture of consumerism so that teenagers have consumptive behavior". Teenagers easily have consumptive behavior because basically teenagers tend to be easily swayed in deciding on an action taken, a less realistic way of thinking, and their habits in extravagant behavior.

A person begins to realize the existence of a product that can improve his style and image in front of others since adolescence. This is in accordance with the findings by Quart that since adolescence, they have realized that the clothes and brands worn by someone will definitely have an image related to their self-identity, because adolescents are raised in a society that is familiar with various brands, making adolescents have a self-image that is easily shaken and has a dependence on an item and is easy to be used by advertising. (Quart, 2008, p.18)

Developments regarding the use of digital technology in society, especially teenagers, have a big role in community consumption activities, where teenagers have understood how to use online shopping applications in the process of selling and buying goods. As previously explained, social media is also inseparable from the lives of people who are used as a reference in shopping, because they usually always monitor the times in cyberspace so that they will not be outdated if there are trending items. This makes teenagers eventually have the habit of buying goods that are not their needs, but only because of their desires.

Lestarina, et al (2017, p.5) that consumptive behavior is an act of buying goods with the

aim not as a need but as a desire, which is done excessively so that wasteful behavior and cost inefficiency appear. Consumptive behavior in individuals in order to seek self-pleasure. Where one of the ways sought is physical comfort, in this case based on the nature of adolescents who will be happy and feel comfortable when using trendy items.

A person does not consume an item for its use value, but the item is used as a symbol or sign value in providing individual status differences from other people. The existence of this sign value is also influenced by the value of symbols, where all consumption activities are carried out not on the basis of needs but because of the existence of satisfying symbols such as prestige or status.

This consumption behavior is no longer based on its benefits or uses, so that someone who becomes a consumer always feels dissatisfied in consuming the goods they have bought and used. The value of the signs in question such as prestige, status, and lifestyle expressions are important things from the consumptive activities of society. (Zuhdi et al, 2021, p.683)

Based on the explanation above, the author is interested in examining the consumptive lifestyle of students, for that I as the author try to submit a scientific design entitled "Teenager Consumptive Lifestyle (Study on UPT SMA Negeri 1 Maros Students)".

Research Methods

The type of research in this study is qualitative. Hari Herdiansyah (Hadi et al, 2021, p. 12) "qualitative research is scientific research with the aim of understanding a phenomenon in a scientific social context that emphasizes the process of in-depth communication interaction between researchers and the phenomenon under study". The approach used is phenomenology to provide an understanding of events and human interactions in special situations. Bogdan & Biklen (Novitasari, Y. F, 2014) explained "the phenomenological approach focuses on the subjective aspects of human behavior in order to understand how and what meaning is formed from events in their daily lives". Research with a phenomenological approach aims to explore and explain the meaning that individuals or groups get from their experiences. With this approach, the author aims to obtain information about the consumptive lifestyle that occurs in adolescents, especially in UPT SMA Negeri 1 Maros. In this study, the informants were students at UPT SMA Negeri 1 Maros, totaling 15 people from classes X-XII majoring in MIPA and IPS who were determined through purposive sampling technique.

Research Locations and Data Collection Techniques

The research data that has been collected is intended to obtain a source of facts and also actual data. The methods used in collecting data for this research are observation, interviews and documentation.

Results And Discussion

The results of this study provide an overview of the consumptive lifestyle of UPT SMA Negeri 1 Maros students, in this case the authors will discuss the data that has been obtained from the research location. For more details, as follows:

1. Consumptive Lifestyle of Students at UPT SMA Negeri 1 Maros

Every human being must have their own needs in life, in which these needs are trying to be met in different ways depending on the actions taken by a person. In fulfilling their needs, there are humans who meet their own needs reasonably and some are excessive in meeting their needs. This excessive action is what causes people to behave consumptively because they

buy an item not on the basis of need but only to fulfill their desires

Consumptive activities here are basically carried out if adolescents, especially students, only buy products with the aim of achieving satisfaction because their desires can be fulfilled. Consumptive lifestyle is one of the trends in everyday life that has hit all levels of society, be it adults who have their own income, or students who basically still do not have enough finances to buy goods excessively. The actions of students in shopping there are several things that indicate consumptive behavior which can be described as follows:

a. Buying products to maintain personal appearance

In terms of buying a product, consumers sometimes spend more money to buy items that they think can support their appearance. This is what happens to teenagers today, especially students who have the desire to buy continuously due to the characteristics of teenagers when dressing, dressing up, and so on so that they are always seen as attractive. Consumptive behavior by buying products for self-appearance is a behavior in which a person buys products or goods that mostly aim to improve their appearance, such as clothes, shoes, accessories, skincare, and so on. This behavior is a common action taken by many people. This is done for various reasons to see how others can see and judge their appearance by showing an attractive appearance.

Based on the data obtained from interviews, UPT SMA Negeri 1 Maros students admit that they often shop, especially in terms of clothing and also all kinds of skincare products to support their appearance so that they look fashionable and are more confident to appear in the surrounding environment. The students assume that buying items for the sake of personal appearance is something that must be done because the items used will certainly affect our own level of confidence.

This is in line with Baudrillard's view that a consumptive society has reached a level where products and appearances no longer function as tools in fulfilling needs, but also become symbolic signs that reflect social identity. In the context of students buying products to maintain their appearance, Baudrillard sees it as an example of what he calls "simulacra." Simulacra are false copies or representations that have lost their reference to the real world.

In this context, students not only buy products for practical needs, but also to acquire symbols of appearance that are considered important in their culture. Students who are caught up in a consumptive lifestyle may experience pressure to constantly buy new products and improve their appearance to remain relevant in their social environment.

b. Buying products on price considerations (not on the basis of their benefits or usefulness)

Purchasing goods that are not based on their benefits or usefulness can be seen from how consumers buy goods when there are attractive price offers (discounts). Discount is a discount system by cutting the original price by a few percent, so that the price offered is slightly reduced. Therefore, the discount makes many students hunt to buy the items offered because they think that the item is cheaper than the actual price.

One of the reasons students buy products on price considerations is because there are discount offers. Discounts are a common form of marketing strategy used by companies to attract the attention of consumers and encourage them to buy their products. The existence of discounts can give the impression that the product is more affordable and can make people feel tempted to buy goods that are basically not needed or needed.

Based on the results of the research obtained, UPT SMA Negeri 1 Maros students often buy a product or goods only because they are interested in the discount offer they get

from a store. Learners consider that with a discount, they will be more satisfied to shop because they get a price that is much more economical than the initial price offered. Discounts can also make learners feel that they can buy other interesting items to collect. In addition, the offer of discounted items is often limited, making learners feel compelled to buy the product before the offer ends.

Consumptive behavior driven by low prices or discounts can make students lose control of their spending in shopping. Students often feel tempted to buy products that are not actually needed just because the price is cheap. This is inseparable from the behavior of adolescents who tend to behave consumptively because they start looking for self-identity and always feel attracted to new things that steal attention. As revealed by Yuniarti (2016, p.56) that "in reality teenagers are easily tempted by advertisements, discounts, and branded goods and make purchases continuously and become compulsive buying".

c. Buying products because they are interested in the shape or design of the product

Products that have interesting shapes often make students curious and interested in buying these products. Students feel interested if they see an item with a unique, beautiful, and cute model shape so that students often shop continuously just because of their interest in the shape of a product being sold. Buying a product for the reason of being attracted to its shape or model is a common thing that individuals do before deciding to buy the product. The shape or design of a product can be an important factor in determining whether someone will buy or not. An attractive product shape can trigger a person's desire and interest to buy the product, regardless of whether they buy it because they really need it or just want to satisfy their desires.

Based on the results of the research obtained, UPT SMA Negeri 1 Maros students feel interested in shopping continuously because of their interest in the unique and cute shape of the goods in their view. This is done none other than with the aim of making themselves look attractive. Actions like this are usually carried out spontaneously by students, where initially they have no intention of shopping to buy goods because they see that the goods being sold have attractive designs.

This aspect of buying is included in the consumptive behavior aspect of unplanned purchases. Where learners buy a product without any prior plan and then make a purchase suddenly. Initially the learners only saw some products that looked attractively designed, suddenly the desire to immediately buy the item without considering the usefulness of a product that they would buy.

Baudrillard highlights how aesthetics and design have become key elements in the consumption society. Baudrillard sees this phenomenon as an example of how product design has become a powerful symbol in contemporary society. Products with attractive designs are often perceived as signs of a certain status, lifestyle or identity. In this case, students who purchase products because they are attracted to their design may be engaged in an attempt to create or reveal their social identity through their choice of products they consume.

d. Buying high-priced (branded) products in order to generate high self-confidence and maintain status symbols.

Someone buys goods or products not because of their needs, but because of the brand of an item that they consider can increase their confidence, so as not to get an underestimated view of their appearance style from the people around them. Purchasing products that are fairly expensive (branded) to increase self-confidence is a form of symbolic consumptive behavior, where this kind of consumption tends to be carried out by students who want to show their

social status or desired personality to others through the goods they consume. This symbolic consumption can provide temporary satisfaction and increase self-confidence at a certain moment. However, this behavior can have an impact on the finances of learners who basically do not have sufficient finances.

Based on the results of the research obtained that UPT SMA Negeri 1 Maros students choose to buy goods based on high prices (branded) because for them goods that have well-known brands will certainly have good quality and also by using goods like that will increase the level of self-confidence of students. This happens because of the pressure to meet social expectations from the surrounding environment such as peers and society. One of the social expectations often faced by these students is the desire to own goods or products that are considered expensive and prestigious.

Baudrillard claims that symbolic consumption has become a kind of social performance, where people use certain branded products to create a social representation of themselves. He highlights how social value and status are defined through the ownership and consumption of these products. In a consumptive society, high-priced products and well-known brands are often perceived as signs of success, prestige and social status. Buying branded products can be a way for students to express success, boost their confidence and sense of achievement to others and solidify their position in the social hierarchy.

By buying expensive goods, they feel that they can improve their social status or reputation in the eyes of their friends and surroundings. This is clearly related to the concept of symbolic consumption, where individuals consume items that are considered prestigious or expensive to show their social status or success. If learners can use these items then they can be more confident in their appearance than using items that may cost a lot less. This is in line with Santrock's (2007, p.205) opinion that the habit of consuming goods with certain brands that a person does can make them have more confidence when interacting with the surrounding environment.

e. Buying similar products with different brands

One of the characteristics of consumptive behavior is the behavior of consumers who tend to buy goods or products in excessive or unnecessary quantities, which can ultimately lead to personal financial imbalances. Buying similar goods but different brands can be an example of consumptive behavior because often a person buys goods that are basically unnecessary or buys excessive amounts of goods just because they want to have a different brand. In fact, the item may have the same function as other brands of goods. Buying a product of the same type with a different brand certainly causes waste because individuals will consume goods that are basically the same but only differ in terms of price or quality. Individuals buy the same type of goods in excess with goods that do not need to be used at that time just for the purpose of knowing which product quality or usability is better.

Based on the results of the research obtained, UPT SMA Negeri 1 Maros students often buy the same product with different brands because they only want to distinguish which items are of good quality. Learners admit that sometimes by purchasing goods like this, it makes some of the items they have accumulate and eventually become unused. This can happen because of the desire to always have goods with different brands without thinking about whether these goods have different qualities and benefits from the goods they already have.

Baudrillard sees the consumptive lifestyle of students who buy similar products with different brands to compare quality as a phenomenon that shows diversity and freedom in the consumption society. In Baudrillard's view, comparing product quality can be a way for students

to question the dominant narrative constructed by certain brands. In Baudrillard's thinking, this act can also be seen as a show of consumer power. By comparing the quality of products from different brands, students show that the brand itself is not the only determinant of quality or status. They may try to find a better product or test whether a well-known brand really delivers the promised value.

Purchasing goods with the same function but different brands means buying goods or products with the same purpose and benefits but only different types of brands. This means that even though the product has been owned by students before but is different in terms of quality, price, and design, they choose to buy these items to make a comparison of which items are far more suitable for their use.

2. Factors that Shape Students' Consumptive Lifestyle at UPT SMA Negeri 1 Maros

Consumptive behavior is usually used on issues related to consumer behavior. One of the consumer lifestyles that usually occurs in people's lives is a consumptive lifestyle where a person is more concerned with wants than needs. The desire in question is the desire of an individual to consume goods or services that are actually less necessary in excess just to find satisfaction without estimating whether the item is included in his needs or not. In today's modern era, consumption is no longer aimed at meeting the needs of daily life, but is only related to lifestyle, which follows many trends in society. This is what makes individuals end up shopping continuously to keep up with existing trends so that they are not considered out of date.

Consumptive behavior cannot be separated from individual decisions in shopping. Individuals have a tendency to consume based on desire in order to obtain pleasure and satisfaction because they can buy the items they like. Consumptive behavior that occurs in students is that they cannot distinguish between needs and desires. Usually students buy and collect fashion and accessories to support their appearance to look attractive in the eyes of others. Based on the results of interviews conducted by the author, it turns out that most of them are influenced by several factors, namely:

a. The desire factor to follow the developing trend/fashion

Desire is one of the factors that cause individual behavior. Desire is not based on need, but on the basis of a high desire for an item so that it can be owned or consumed in order to create satisfaction in a person. In this modern era, teenagers, especially students, are so easy to follow existing developments, one of which is that they are more directed towards lifestyle by following current trends, especially to support their appearance. Fashion is a term that is often encountered in everyday life, it is not uncommon for people to call fashion with clothes or clothing that is followed by many people and becomes a trend. The development of trends in modern times can trigger unhealthy consumptive behavior because many people feel the need to follow existing trends and have the latest items that are popular in order to feel accepted and recognized by their social environment.

Based on the results of the research obtained, one of the factors that makes UPT SMA Negeri 1 Maros students always shop is their desire to follow developing trends so that they are seen as not out of date. These students feel the need to always look good in this modern era, especially in matters of fashion and several other accessories. One of the students admitted that the desire that arose from within him to shop was because he wanted the OOTD (Outfit of The Day) used to look cool and attractive in the eyes of people. When this student can fulfill his desires, then a sense of pride arises in him.

Teenagers, especially students, have a tendency to keep up with fashion trends in order to look up to date because fashion is often an important thing that is considered by some teenagers. Although in following popular fashion trends, students often find creative ways to express themselves through their fashion choices such as mixing different trends and adding unique accessories to make their look more popular.

b. Influence from the social environment (peers)

The influence of the social environment, especially friends, plays a very important role in shaping the consumptive lifestyle of adolescents, especially students, because friends have a close relationship in one's life. If a student has a friend who has a consumptive lifestyle, then indirectly, this student will be influenced to buy a product because of the interference from friends in making decisions to shop. If their peers often buy items that are trending, branded and look cool, then the student may also feel the need to buy the same items to feel accepted in their social environment.

Based on the results of the research obtained, the decision of UPT SMA Negeri 1 Maros students in shopping is also influenced by their social environment (friends), where when they see their friends using the latest items, they also feel compelled to buy the same items so as not to be left behind among other friends. The various kinds of appearances used by some friends of these students also gave rise to a desire in him to appear like those worn by his friends, so that without thinking, these students also buy goods that can support their appearance to be equal to their social friends even though these items will rarely be used.

Students often feel the need to fulfill the expectations and norms acquired from their social group. In the context of consumptive lifestyles, peers can serve as role models who inspire students to follow the latest trends and acquire items that are considered popular.

c. Influenced by advertisements played by celebgrams on social media

The faster the development of technology, the information obtained by a person will also be fast. One of them is advertising media, where this advertising media can influence someone to buy products that are basically not that important to buy. This is also inseparable from the role of social media which can be used by celebrities to advertise a product. Social media can play an important role in creating consumptive behavior in students. This is due to factors such as advertising and product promotion, where social media is often used as a platform to market products and services. Students who frequently use social media, will be more easily influenced by attractive advertisements, these advertisements can make them interested and want to buy the product. Another factor is the existence of popular content such as video tutorials, product reviewers, and influencers that can influence student purchasing decisions. Students may feel compelled to buy products recommended by influencers or popular social media users.

Based on the results of the research obtained that students at UPT SMA Negeri 1 Maros often feel interested in buying products or goods, because there are celebrities who successfully advertise a product in an interesting way. These students argue that curiosity dominates their decisions in shopping, where when there is an item advertised by a celebrity such as food, clothing, and skincare, they will immediately buy it to assess whether the item is in accordance with what is advertised or not. In addition, students also stated that the celebrities they follow on social media can be used as role models in terms of dressing considering that celebrities are always more updated so that students also feel interested in following their

appearance.

Basically, students tend to be more interested in buying products advertised by celebrities because of the influence that celebrities have in shaping consumer preferences. These celebrities are considered experts or authorities in certain fields, such as fashion, beauty products, and accessories because students feel that the products recommended by celebrities are more trustworthy and in accordance with current trends.

d. The widespread use of online shopping applications

In the context of online shopping, consumptive behavior can occur due to several factors such as massive promotions in an online shopping application, attractive discount offers, and easy access to buy goods online. The presence of online shopping applications does make it easier for consumers to make purchases quickly and easily, including for students. Online shopping applications can make it easier for students to make impulsive purchases or unplanned purchases. Students can be tempted to buy the items they need just because of the ease of the purchase process and sometimes there are attractive discounts or promos.

Based on the results of the research obtained, students at UPT SMA Negeri 1 Maros are more wasteful in shopping when using online shopping applications such as shopee and tiktok shop. According to them, the items sold through this online shopping application are trending and unique items and are usually not sold in direct stores. Some students admit to going crazy when shopping on online applications because of the many promotional offers and discounts so that students sometimes feel unconscious checking out goods that exceed the limit. In addition, in online applications there is a rating of an item which is usually reviewed by several consumers who have bought the item, where if students see that the item gets good reviews and a high rating, curiosity arises in them to try to buy the item. Although in the end the goods purchased usually do not match the reviews of others, so that the goods are ultimately rarely used.

Online applications are one of the factors in shaping students' consumptive behavior, this is inseparable from the increase in gadget use. In today's digital era, the use of gadgets is increasing and students can access online applications easily. This can make students tend to spend time playing online applications that promote various kinds of products and indirectly increase the risk of consumptive behavior.

Conclusion

Based on the results of research conducted at UPT SMA Negeri 1 Maros on the consumptive lifestyle of students, the following conclusions are obtained: 1) the consumptive lifestyle of students at UPT SMA Negeri 1 Maros can be seen from some of their actions in shopping, namely a) buying products to maintain personal appearance, b) buying products on price considerations (not on the basis of their benefits or uses), c) buying products because they are interested in the shape or design of the product, d) buying products at high prices (branded) to create high self-confidence and maintain status symbols, and e) buying similar products with different brands 2) Factors that shape the consumptive lifestyle of students at UPT SMA Negeri 1 Maros, namely a) the desire to follow emerging trends / fashions, b) influence from the social environment (peers), c) being influenced by advertisements played by celebrities on social media, and d) the rampant use of online shopping applications.

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