

Youth Consumptive Behavior at the Matahari Mall in Palopo City

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ABSTRACT

This study aims to determine the consumptive behavior of adolescents at the Matahari Mall. This type of research is qualitative research. The technique of collecting observations, interviews and documentation data with the number of informants was 10 people who were determined intentionally, with the criteria of mall sun visitor informants aged between 14 to 18 years. With descriptive qualitative data analysis techniques through stages of reduction, display and conclusion, the technique of validating data is data triangulation. The conclusions of the study are as follows: a. the city in Palopo emphasizes tertiary needs rather than primary needs. b. The existence of the Mall has had an influence on adolescents, especially in changing patterns of behavior and changing the lifestyle of adolescents and society. c. factors that influence adolescent consumptive behavior are cultural factors, economic factors, social status factors, product factors, lifestyle factors and personal factors.

Keywords: Behavior, Consumptive, Youth

PENDAHULUAN

The Matahari mall is a mixed shopping center which certainly facilitates a good place (Dalihade, Massie, & Tielung, 2017). This place has many places that can be used as hangouts, meaning that there are other functions besides shopping, but also as a hangout (Aliandu, 2015; Rukayah & Bharoto, 2012). In addition, this mall provides many places which can then make teenagers feel at home. Teenagers often stop by and shop even though they are not very interested they like to look at models that have just come out at this time (Das & Varshneya, 2017; Frishammar, Cenamor, Cavalli-Björkman, Hernell, & Carlsson, 2018; Kim, Button, & Lee, 2018; Rosenbaum, Otorora, & Ramírez, 2016; Van Kerrebroeck, Brengman, & Willems, 2017; Yi & Kang, 2019). Because many teenagers rely on prestige and love to use branded goods rather than unbranded (Amri & Yoestini, 2012; Herutomo, 2010; Yusliyanti, 2016). Because teenagers sense sensitivity to something that is considered popular will increase stimulus.

The Matahari / hypermart mall in Palopo is a Mall whose construction was completed in 2012. Even so, visitors and enthusiasts can already be said to be many as new malls. Mall Matahari has had a huge influence on the people of Palopo. The existence of the Mall in the city of Palopo which offers a variety of products both from within and from abroad has attracted the interest of the community to become consumptive. Mall as one of the social institutions which

has an *anacted institution* that means that the institution is formed to fulfill certain objectives. The mall in Palopo got a big response from the community, especially from teenagers.

In the beginning, shopping was a concept that showed an attitude to get goods for daily needs by exchanging some money as a substitute for the goods (Pratiwi, 2013). However, the concept of shopping now has developed into a reflection of lifestyle and recreation among the people. Shopping is a separate lifestyle that even becomes a hobby by a number of people.

Nowadays, in the lives of teenagers, they are familiar with modern and fashionable lifestyles, this can be seen from the way they wear items or branded clothes, and it is possible that the items are mostly obtained from mall shopping at an expensive price compared to items sold outside the mall. Along with the changes in the economy and globalization, there have been changes in buying behavior in society. Sometimes someone buys something not based on actual needs, but with needs carried out solely for the sake of pleasure, causing a person to become wasteful, known as consumptive behavior and consumerism.

Teenagers are usually easily persuaded by the adverts, like to join friends, be unrealistic, and tend to be wasteful in using their money. It is these teenage traits that are used by producers to enter the youth market. Among teenagers, especially in big cities, the Mall has become a second home. They want to show that they can also follow the fashion that is circulating. Though the mode itself is always changing so that the reamas are never satisfied with what they have. The result is consumer behavior. Another advantage of the Mall is the frequent holding of large-scale discounts and sales of clothing, shoes, bags to sale about books, comics, and magazines. This is what drives teenagers to often visit the Mall with the many facilities and entertainment offered.

Teenagers as part of society are very important objects in launching or releasing new products. Teenagers are very easily tempted by the *trend* or *up to date* mode. In the matter of fashion, teenagers have the ability to stimulate to imitate, create and find something new. This is the ability of individuals to express themselves freely without being hindered by tradition, suspicion and resistance if they are called *change of expression*. Consumptive behavior in adolescents can actually be understood if you view adolescence as the age of self-identity seekers. Teenagers want to be recognized by their existence by trying to be part of that environment. The need and being the same as other people of that age causes teenagers to try to follow the various attributes that are in *trend*. They are willing to spend money to consume these branded products. They develop appetite for anything new and *trend* at that time.

This can be seen in the tendency of adolescents to change their behavior to consume products or goods excessively or consumptively even though it has not been needed at that time and not the primary needs, for example, in clothing *trends* that have various models, patterns, brands and high prices. Teenagers always want to be the *trend setter* or the attention of the community in their community as young as the times develop. Robert K. Merton suggests that structures are responsible for people's behavior. For example, someone who enters an institution such as a Mall before has a simple nature and behavior that is not extravagant, quiet, less sociable and does not like crowds, but as soon as he enters the Mall, by itself through a gradual process the behavior can turn out to be slang, love crowds, love shopping and will often visit the Mall because of the feeling and attraction and comfort that it feels.

Adolescent consumptive behavior can endanger morale and their development towards adulthood so it is feared that adolescents will become adults with a consumptive lifestyle. Adolescents should pay more attention and prioritize the need for education given that adolescents are the geners of the young generation who are expected to fill the development and contribute to the State. Adolescents as students who are still in school should prioritize learning how to become an educated and responsible person in family life, school, society, and the State. Consumptive behavior is not entirely derived from the personal self, but can be manipulated by the manufacturer. That all products offered have type, size, color, packaging. Model and high competitiveness, for example, products. Mobile phones are increasingly modern with technological capacity that attracts buyers.

Adolescents who fall into the category of consumptive behavior are those who are around 14-18 years old who are commonly referred to as *puberty* adolescents, adolescents heading for a maturity transition. At that age, teenagers usually consume an item because of the desire factor rather than the need factor. This desire factor often influences adolescent behavior patterns even though desires do not have to be fulfilled because they do not eliminate our existence as humans, but in reality adolescents are more concerned with desire factors than need factors. For example, a person will be excluded from social status if he does not have branded clothing, someone will be looked down on in a social environment and will not be considered modern.

METHOD

The research approach used is qualitative research, which uses the basis of descriptive research, which describes the basis of descriptive research that is to explain the informants studied. The research location was carried out at the Matahari Mall, Jl. Rat Ratulangi, Palopo City. Informants studied were: 1) mall surya visitor teenagers, 2) Informants aged 14 to 18 years, 3) The intensity of teenagers visiting the Matahari Mall. The technique used to obtain the data needed in this study is the method of observation, interviews and documentation. The data analysis technique uses an interactive model that explains 4 aspects that must be done such as: 1) data collection, 2) data presentation, 3) condensation of data, 4) drawing conclusions (Huberman, Miles, & Saldana, 2014).

RESULT AND DISCUSSION

Adolescents behave consumptively at the Matahari Mall

Mall Matahari, one of the malls in Palopo City, is located on Ratulangi Street. Mall Matahari Mer [Mall] which is often visited by people both parents and teenagers. Adolescents are individuals who have great energy to do some activities that are in accordance with their desires and interests. Adolescents have characteristics that are easily affected by advertisement seduction, promotion of new products, not realistic, tend to be wasteful, easily influenced by peers, and pay attention to appearance, have the desire to express themselves so they can be accepted in their social environment.

Mall Matahari has a variety of facilities with the availability of a variety of *counter* or sales stands such as clothing *counters*, *accessories*, shoes, bags, and equipped with timezone and hypertmart. The tendency of adolescents to behave consumptively especially in matters of paying attention to appearance and fashion *trends* is not a new thing especially in big cities. For teenagers, the Mall has become their second home. Teenagers always try to shape their personality by looking for the identity that suits their desires.

This is reinforced by the statement of Monks (2000), arguing that the future of adolescents entering the age of around 14-18 years, where adolescents have unstable psychological characteristics, are easily affected and confused about their identity, begin to enter a broad social environment. In order for adolescents to be accepted in the wider environment, sometimes they behave to attract the attention of their social environment. Prioritizing appearance is indeed one of the characteristics of a teenager's lifestyle.

The statement stated by Halonen & Santrock (1996) that adolescents have *egocentric* thoughts that are always wanted by others. One way is to use clothes that can support the appearance so that they are not locked by their peers.

Teenagers feel that what is sold in the Matahari Mall is their need to add to their appearance, because it is undeniable that teenagers are part of the community who want to show their existence, through increasing their social status and social environment by becoming the center of attention.

Based on the results of previous studies, the teenagers on this road want to express themselves freely without being hindered by the traditions, rules and resistance of the surroundings. Adolescents on this street argue that what they do by following *trends* and *up to date* modes is a way to get a place in their social environment even though it must be called consumptive behavior.

The very high interest of teenagers in shopping at Mall Matahari encourages producers to continue to create *up to date products*. For producers, the adolescent age group is one of the potential markets, the reason being partly because a person's consumption pattern is formed in adolescence where adolescence is a period of transition from childhood to adulthood which is marked by changes from parents and family to relationships with peers then go into the community to recognize new norms, values, procedures and customs.

The habit of teenagers to shop at the Matahari Mall has become a culture in everyday life. Mall Matahari does provide human needs in the form of goods and services. The feeling of being happy about something that attracts attention, encourages consumers to try to involve themselves or carry out certain activities on an item which is then realized by buying it.

Factors Affecting Teens with Consumptive Behavior

Factors that can influence consumptive behavior are related to factors that influence consumer behavior in buying according to Hirsch, Mickus, & Boerger (2002) include: External factors include (culture, social class, reference group, and family). **Culture** Is a determinant of the desires and behavior of a person, who learns from a series of values, perceptions, preferences, and behaviors through the process of socialization in his family or institution.

Different cultures will shape interest in buying different products. An item that is highly sought after by a community is likely to be considered completely worthless by other communities.

Social class Is a relatively permanent and orderly arrangement in a society whose members have the value of attention and behavior that tends to be the same. Social class is not determined based on a factor such as the amount of income but is a combination of types of work and level of education. Reference group is a group that gives a direct or indirect influence on a person's attitude and behavior. For example, someone is influenced by his group friends both in terms of product choices and brands to be chosen. Reference groups will influence individuals in three ways, namely. Expecting individuals in certain behaviors and lifestyles, Influencing attitudes and images of a person, Influencing one's choice of products. The family is defined as the smallest unit of society whose behavior greatly influences and determines buying.

Families also have a very large influence on buying behavior, including in the formation of beliefs and function directly in determining consumer decisions. Internal factors include (motivation, perception, economic condition, personality, and self-concept). Motivation Is a driving force that causes someone to take action to meet their needs. A need will change into a motive if the need has reached a certain level. Motive is a need that is enough to pressure someone to pursue satisfaction. Someone's perception in acting will be influenced by perceptions about the situation. Perception is the process by which individuals choose, formulate and interpret information to create a picture that means knowing the world.

Economic conditions greatly influence individual consumption patterns. High economic status allows for greater opportunities for consumptive behavior. The personality of each individual greatly influences his buying behavior. Personality can be interpreted as a form of the nature of traits that exist in individuals who determine their behavior. The concept of self is the views, thoughts, feelings, and individual judgments about him as a whole that are sourced from himself and others. Self-concept develops through the process of social interaction in community life. The statement put forward by Engel et al, above is almost the same as what researchers found in the research location. In connection with the factors that influence adolescent consumptive behavior. The factors that have similarities are cultural factors, economic factors, social class factors / social status, and personal / self-concept factors. The tendency of adolescents to behave consumptively is actually related to the existence of a reference group as stated by Engel et al because of the desire of adolescents to get recognition in their social environment so that it slowly influences their behavior and lifestyle.

CONCLUSION

Teenagers in Palopo City emphasize tertiary needs rather than primary needs. The existence of Mall has had an influence on adolescents, especially in changing patterns of behavior and changing the lifestyle of adolescents and society. The factors that influence adolescent consumptive behavior on the path of repetition are cultural factors, economic factors, social status factors, product factors, lifestyle factors and personal factors. External factors and internal factors also influence consumptive behavior in adolescents as a motivation for convenience reasons. In addition to shopping and dining venues, Mall attractiveness as a public

space for teens to seek entertainment. Mall has become a favorite place for teenagers. A natural symptom if individuals always look for good friends when they are young to adulthood. Not surprisingly, even adolescence in life to gather with friends is inseparable from him. Most teenage free time is spent outdoors with friends. The role of families and other social beings also contributes to changes in adolescent behavior in terms of shopping, hanging out, and eating places and even malls as a gathering place for families.

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