

THE RELATION OF SELF-PRESENTATION AND COMPULSIVE BUYING

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Abstract.

Over the year the marketing world has turn into a massive change, it is mostly caused by more consumers did the buying activity merely not due to their needs of the products but instead of their wants, while some others did buy as an escape of stress or anxiety feeling, not to mention the existence of more stores, more products, more influencer has major impact to the buying behavior of a customer. This research aims to investigate the relation of this so called self-presentation and compulsive buying, as mention earlier customers buying activity has change, it was no longer needs instead it became habit that can lead to abruption or addicted behavior. One of many addicted behavior is compulsive buying. This research applied multiple regression as an analytical tool as an attempt to measure the relation between self-presentation and compulsive buying. Self-presentation is a way of people to present their self to others, some people present their true self while some use a perfect persona, self-presentation proved has a relation with compulsive buying, but only one dimension out of two proved has significant effect toward compulsive buying. Self presentation has two dimension which are protective style and acquisitive style, the protective style proved has no significant effect toward compulsive buying while acquisitive style prove has significant effect toward compulsive buying.

Keywords: Self-Presentation, Compulsive Buying, Protective Style, Acquisitive Style

1.Introduction

The vast growing of marketing world nowadays is mainly caused by the changing of buying perspectives of the consumers and the ease of access that provide by marketer. Most of the consumers are not buying out of need instead out of wants, for the vast majority of suburban does the buying activity as a refreshing time, they treat themselves something to buy for as an escape of the pressure at work or home, as mention earlier the ease of access that provide by some marketer apparently has prominent role to endure this so called new buying activity. One person's buying behavior was affected by their cognitive and the amount of information from external parties. For high involvement product, the cognitive process of analyzing the product, comparing the product to one another has play the prominent role to the consumer's buying decision, they tend to analyze, compare the price and the quality, in the end they will spent more time on this cognitive process before take the final decision, the high involvement products are product that relate to expensive price, high quality and long time use such as car, house, or anything luxury (Assael, 1998).

As for the low involvement product which are typical cheap product such as consumer goods or unbranded product with low quality and short-term use, the consumers were less cognitive and more impulsive when took the buying decision for these products, this impulsive behavior in buying happen in most of the consumers around the world. Nowadays, consumer needs are changing rapidly, with the change of an era, the massive growing and changing of technology and the easier access provided, then lead to changing of buying activity itself, from temporary activity to habit, thus what the scholars called habitual buying (Assael, 1998). What is habitual buying? Habitual buying is the repeated action in buying a certain product due to

comfort and satisfied feeling to the products, in positive way it can lead to the consumer loyalty to a brand or product, but in negative way it can lead to psychological disrupted that result in dysfunctional buying behavior called compulsive buying.

Roberts (1998) stated in his research that modern-day society tends to adopt the hedonic lifestyle where the possession of some material things can enhance their social status in the community. The fastest way of fit in into certain community was by imitating that community, the way they speak, the way they dress event the way they act, this was stated as self-presentation by Goffman (1959). Self presentation is one's effort of bringing out the perfect persona of themselves as an attempt to fit into certain community (Goffman, 1959). Self-presentation has two types, the acquisitive one and the protective one. Thus who act out as an independent, self-confidence, has a leadership skill and has an explicit rule that affect their buying decision, not an impulsive one often categorized as an acquisitive type, while one's whose has hard time to turn back the offer, hard times to say no, always thought when they say no to an offer it can destroy their perfect persona categorized as a protective type and also they tend to have low self-esteem.

Based on the aforementioned background, the questions rise from this research are

1. Did Self-presentation has a relation toward Compulsive buying?
2. How much is the self-presentation affect compulsive buying?

2. Literature Review

2.1. Compulsive Buying

Compulsive buying is an uncontrollable urge to buy thing that derived from negative feeling or event that lead to financial and psychological distress (Lejoyeux and Weinstein, 2010). O'Guinn and Faber (1989) stated that compulsive buyer was those who buy certain things but gained no any beneficial amount out of those things, what they gained were recreational and refreshing feeling in buying process, so it was not from the things, it was from the buying process. Benson (2000) stated that compulsive buyer was those who intentionally let the pleasure of buying activity deprave their live as financially and psychologically, and Black (1998) previously stated that compulsive buying is a syndrome that can be identified through ones buying activity and money consume. The emotional factors, the urge to fit in, the massive advertisement was among any others factors that play prominent role toward this compulsive buying behavior, as stated by Yi (2012) someone's emotional stated of mind can lead them to a certain negative habit and one of those were compulsive buying. Someone with low self-esteem and low self-confidence are more prone to become compulsive buyer. Peer pressure, work pressure and domestic pressure also often lead to this compulsive buying behavior.

2.2. Self-Presentation

According to Goffman (1959) one's way in producing and presenting the perfect image of themselves to another or to community is the act of self-presentation. One's will tend to present a likable image of themselves, where they plant, adopt, and running a strategy in term of presenting the perfect persona of themselves as an attempt to fit in.

Leary and Kowalski (1990) also referred to self-presentation when it comes to a process where one's attempt to maintained and manipulate the perfect image to fit in because they believe by maintained and manipulated their persona can affect others perception and perspectives toward them. Baumeister (1986) stated when someone maintained the perfect persona it must have come with some goals, such as seeking for approval of certain community, or building a connection in society, and it appear in their daily activity. Although this will not occur in same way to every person, those who have high self-esteem tend to more aware of others perception toward them thus they will more concern to their performances, their

behavior and their words, while those who has low self-esteem tend to follow the others so they can fit in to certain community (Buss, 1980; Carver & Scheier, 1981; Fenington, Scheier, & Buss, 1975 in Nezlek and Leary, 2002). Jellison stated as quotes in Jellison and Greene (1981) neighborhood play significant role in shaping one’s behavior, thus they will act and react as their neighborhood. According to DePaulo (1992) those individual not only maintained their verbal act or words, but also their non-verbal act to present their emotional state such as opinion, value, personality, understanding and perplexity.

Arkin (1981) stated, there were two types of self-presentation, as mention earlier the acquisitive type and the protective type. The acquisitive type belongs to those people who has high self-confidence and high self-esteem, they will act as what they want even if that means breaking some social norm, related to their buying behavior they used a lot of cognitive behavior before make any decision, they tend to collect more information regarding the items before buying it, they’re not vulnerable to any approaches form the sales person. This kind of individu often buy things that related to power, strength and popularity and often stands out from any other people in community.

The protective type is contrary to acquisitive type, people with this type has lower self-confidence and self-esteem, they tend to follow with the crowd because they don’t have any guts to taking any risk, makes them prone to any commercial adds and sales person, they will not say no to any other offered, they will never breaks the social norm even it different with their believe, because they believe when they stands out of the community then they will exile from the community.

H1 → Self-Presentation is related to Compulsive buying

H2a → Acquisitive type of self-presentation has significant effect to Compulsive Buying

H2b → Protective type of self-presentation has significant effect to Compulsive Buying

3. Research Method

3.1. Survey Administration and Questionnaire Design

The study was conducted using survey method, the sample were drawn using purposive sampling technique, the sample were limited by certain criteria such as those who have their own income and did not financially depend on others. 250 questionnaires were being distributed to 250 samples whom meet the criteria, out of 250 questionnaires only 220 that can be included in further process, the result as written in table below,

Table 1 Questionnaire Result

Information	Amount
Return	250
Invalid Questionnaire:	
1. Incomplete: 10	
2. Invalid :20	
Invalid Questionnaire	30
Valid Questionnaire	220

Compulsive buying was measure using compulsive buying scale by Faber and O’Guinn (1989) it consists of 7 statements about buying behavior, self presentation was measure using Concern for Appropriateness (CFA) scale and Revised Monitoring Scale (RMS) from Lennox and Wolfe (1984).

4. Result and Discussion

4.1. Validity and Reliability result

Validity test used to measure the validity of an instrument, the accuracy of instrument (Cooper and Schindler, 2003). There are two ways to measure the validity of the instrument, using face validity and using construct validity. This research used construct validity to measure the validity of the instrument, by comparing the value of questionnaire statement with the accepted validity value which is 0.5 (Babin, et al), therefore all questionnaires statement above 0.5 presume to be valid.

Reliability test used to measure the consistency or the instrument (Hair, et al 2010). The standard value of reliability called alpha Cronbach which is a concept that measure the positive correlation among items, the more approximate the value to 1 the more reliable the items, therefore if the alpha Cronbach coefficient are 0.6 or above considered more reliable (Hair, et al 2010), as we can see in table below.

Table 2 Cronbach Alpha Coefficients

Research Construct	Cronbach Alpha
Compulsive Buying	0.910
Self-Presentation	0.953

As shown in the table 4.2 above, the alpha Cronbach value for each construct were 0.910 for compulsive buying and 0.953 for self presentation, thus it indicates that the construct being used in this research are reliable and can be used for further process (Nunnaly and Bernstein,1994).

4.2. Regression Analysis Result

Table 3 Correlation Test Result

	Compulsive Buying		
	R	T	Sig
Self-presentation	0.731	1,112	0,268
Adjusted R square = 0,0518			

Table 4.3 shown the significant relation of self-presentation and compulsive buying with the R value (correlation coefficient) 0.731 is at significant relation range (Nunnaly and Bernstein,1994)

Table 4 Hypotheses Result

	Compulsive Buying		
	β	T	Sig
Aqcuisitive style	0,055	1,064	0,289
Protective style	0,194	3.163	0,002
Adjusted R square = 0,518			

Table 4.4 above shown the result of hypotheses test, as we can see the adjusted R square value is 0.518 indicate that compulsive buying were affected as 51.8% by the variables studied in this research, as for 48.2% were affected by others variable outside this research, also from table above we can conclude that self presentation has significant relation to compulsive buying proved by the R value of 0.731 as mentioned earlier is at the significant relation range, therefore

we accepted the first hypotheses, the next hypotheses is the acquisitive type of self presentation has significant effect to compulsive buying, we rejected this hypotheses based on the data shown in table above the significant value of acquisitive type is 0.289 which is more than the acceptance standard of significant value 0.05 ($0.289 > 0.05$), for the last hypotheses is the protective type of self-presentation has significant effect to compulsive buying is accepted, based on the result shown in table 4.4 where the significant value of protective type is 0.002 which is less than the acceptance standard of significant value 0.05 ($0.002 < 0.05$).

5. Conclusion, Limitation and Further research

5.1. Conclusion

This study aims to determine the relation of self-presentation and compulsive buying while also determine the effect of self presentation to compulsive buying, thus we can conclude from this research:

- a. There is a significant relation of self-presentation to compulsive buying as find in this research,
- b. Self presentation has two types, acquisitive and protective type. The acquisitive type proved has no significant effect to compulsive buying, while protective type has significant effect to compulsive buying.

5.2. Limitation and Further Research

This study uses statistical approach to measure human nature, while it might be best to use qualitative approach to reduce some biases occurred during research. Interview technique might be best technique to dig more information regarding this behavior.

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