

# The Role of Consumer Socialization on Compulsive Behavior

Garaika<sup>1</sup>, Danang Yudhiantoro<sup>2</sup>, Lestanta Budiman<sup>2</sup>, and Dyah Sugandini<sup>2</sup>

<sup>1</sup>*Department of Management, Sekolah Tinggi Ilmu Ekonomi Trisna Negara, Indonesia*

<sup>2</sup>*Universitas Pembangunan Nasional Veteran Yogyakarta*

**Keywords:** Socialization of friends, family communication, mass media, and drugs.

**Abstract:** Compulsive buying can occur in consumer behavior in general, especially in individuals who have sufficient purchasing power and tend to buy products with high frequency. Previous empirical studies have indicated a compulsive phenomenon from the perspective of individual psychiatrists. The focus of the psychiatric approach leads to modeling that is likely to apply in limited situations. This limited situation indicates that compulsive buying is only aimed at individuals who tend to experience a deviant mental. Preliminary survey results show that the deviant behavior done by young people include smoking, drinking alcohol, and taking drugs. This study analyzes compulsive buying with drug settings using consumer socialization theory. The sample of this research is 192 students in Yogyakarta and South Sumatera, Indonesia. Data were collected using questionnaires and data analysis using multiple linear regression. The results of this study indicate that the compulsive buying model influenced by the socialization of friends, the role of family communication, and mass media can be accepted.

## 1 INTRODUCTION

The phenomenon of compulsive buying becomes an interesting object to study. Previous empirical studies have indicated a compulsive phenomenon from the perspective of individual psychiatrists (Roberts & Jones, 2001; Dittmar, 2005). Individual psychiatric perspectives show that individuals who do compulsive buying tend to experience an irregular state of the soul, have sexual perversions, tend to like gambling, excessive alcohol use, irregular eating patterns, and inappropriate drug use (Hirschman, 1992; Lesieur&Heineman, 1988; Lesieur&Blume, 1991).

Compulsive buying is defined as negative consumption behavior. This behavior is characterized as (1) the purchase of the product is not due to the use of the product; (2) the consumer who buys the product on an ongoing basis does not consider the negative impact of the purchase; (3) the purchase of products that are not intended to meet the main needs in high frequency may affect harmonization in the family and social environment; (4) this behavior is a purchasing behavior that can't be controlled by the individual; (5) there is a strong impetus to influence consumers to immediately purchase the product without considering risks such as finance; (6) purchases made

suddenly without seeking information; (7) purchases are made to eliminate anxiety or fear within; (8) behaviors intended to compensate such as lack of family attention (Krueger, 1988; Magee, 1994)

O'Guinn and Faber (1989) view compulsive behaviors as additive behaviors against uncontrollable urges to gain something they want to repeat over and over again and ultimately harm themselves and others. This behavior is the achievement of short-term satisfaction and tends to be difficult to stop. Individuals are eager to keep buying the same product even if they already have a product. When knowing the same product is offered by a marketer with different attributes, designs, or colors, then the desire to buy back will show up.

## 2 LITERATURE REVIEW

### 2.1 Compulsive Buying

The concept of compulsive buying comes from making consumer purchasing decisions in general. The study of consumer behavior explains that the stimulus in the consumer behavior model includes individual and environmental aspects (Assael, 1998; Schiffman & Kanuk, 2004). Individual aspects

include perception, motivation or desire, learning, personality, emotion, and attitude; While external aspects include culture, sub-culture, demography, social status, reference groups, and marketing strategies. In this study, the stimulus used to explain consumer behavior is the stimulus from outside the individual in the form of consumer socialization. The stimulus can be a need that appears and perceived by individuals and stimuli outside the individual. This need becomes a pressure that becomes the driving force of the individual to fulfill it.

This process is a cognitive aspect that serves as a regulator to determine the direction taken in response to the stimulus. Purchase evaluation is usually done after the individual makes a purchase. Compulsive buying is considered a response that is a specific function of specific stimuli, so other factors considered as moderating are ignored. Based on the hierarchy of decisions, compulsive buying can be done without a brand evaluation.

## 2.2 Socialization by Friends

The process of socializing a person with socialization agents is often explained by the social comparison theory of Festinger (Churchill & Moschis, 1979). This theory states that the individual has a need to compare himself with others in various things or attributes to assess the consequences of his behavior. In various social situations, a person tends to prefer to compare himself with others or other groups who are at the same or different level of the stratum.

Bearden and Etzel (1982) suggest that peer influences tend to be explained by the influence of reference groups. Reference groups influence consumer decisions. Peers are a source of information about the expressive aspects of consumption as well as sources of information about products related to group acceptance and the rate of use in product evaluation (Moschis dan Moore, 1978). Besides, Moschis and Moore (1978) found that individuals relied more on friends than their parents to obtain information related to products purchased based on consideration of acceptance by peers. The higher the frequency of individuals interacting with peers about different aspects of consumption, the greater the tendency to play a role in the buying process (such as mentioning the need for a product, discussing the purchase, and deciding the purchase) (Moschis dan Mitchel, 1986).

H1: socialization with friends affects compulsive buying.

## 2.3 Family Communication Patterns

Arnett (1995) defines socialization as a process through which a person learns behaviors and beliefs about the socio-cultural world in the individual's environment. The process of socialization is done through the pattern of family communication, the influence of friends, and the media. Social-oriented communication is a type of communication designed to generate respect and uphold the harmony and comfort of social relationships at home. Children from this family are asked to avoid controversy and suppress their feelings toward extrapersonal topics, such as not arguing or arguing with parents. oncept-oriented Communication is a communication pattern focused on positive boundaries that help children to develop their view of the world.

Parents will encourage their children to weigh all alternatives before making a decision or may allow controversy. Such as allowing different issues to be discussed. Individuals with social communication patterns tend to develop purchases that aim to show a success. The purchase is aimed at achieving happiness. Social communication is a communication that does not provide flexibility in obtaining information from outside parties. Individuals only follow the teachings of parents during the family. Individuals have little effect on the evaluation phase. When you see parents teach consumptive patterns, then the individual will learn during his life. Individuals tend to be limited in obtaining information to shape attitudes or behaviors. Individuals have no chance to discuss various aspects of consumption.

H2: Family communication patterns affect the decision to use drugs.

## 2.4 The Role of Mass Media

The definition of mass media was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers, and magazines. A general idea of mass media is any medium used to transmit mass communication (Lane, 2007). More specific, mass media is a term used to denote a section of media specifically envisioned and designed to reach a very large audience such as the population of anation-state (Peterson, Jensen and Rivers, 1965). Mass media are comprised of eight mass media industries, namely books, newspapers, magazines, recordings, radio, movies, television, and the Internet (Lane, 2007). Consumer behavior is the most apparent behavior that mass media impose great effects on. Since companies directly or indirectly

support the mass media, most information and entertainment we receive from television, radio, newspaper, and magazines are paid for by people who want to sell us products. We support the media industries indirectly by buying the products that advertisers sell (Biagi, 2001). Interaction with high-mass media causes individuals to obtain product information offered by marketers in recent times easily. This ease causes the individual to decide on the purchase of the product.

H3: Mass media influence compulsive buying.

### 3 RESEARCH MODEL

This research issue explores a shift in perspective in understanding compulsive buying with the consumer socialization approach. Arnett (1995) defines socialization as a process through which a person learns behaviors and beliefs about the socio-cultural world in the individual's environment. The process of socialization through the pattern of family communication, the influence of friends, and the media. Communication patterns have a social and conceptual orientation dimension (Moschis & Mitchell, 1986).

Social-oriented communication is a type of communication designed to generate respect and uphold harmony, as well as the comfort of social relationships at home. Individuals tend to act to follow family patterns. Individuals will always see the patterns or habits of their friends and what is in the mass media. If peers tend to have certain purchasing activities, then individuals will imitate the action. When interacting with the mass media and exposed by various information, individuals will be able to develop a variety of knowledge, attitudes, and behaviors, including knowledge and skills as consumers (Moschis dan Moore, 1978). Thus, the pattern of social communication can cause a person to make compulsive buying. The influence of friends, patterns of family communication, and mass media can lead to compulsive buying.

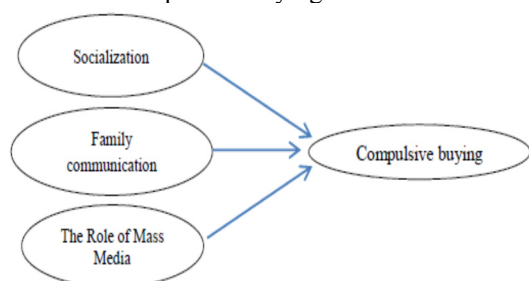


Figure 1.

### 4 RESEARCH METHOD

This study applies a deductive approach because it focuses on developing hypotheses based on a theory. This research uses a survey sample with a questionnaire. The target population is a student, with sampling method sampling is convenience sampling. The number of respondents in this study was 192 people. This research uses multiple linear regression analysis. In this regression analysis used 95% confidence level ( $\alpha = 5\%$ ). Acceptance of hypothesis based on the level of significance shown from the results of data processing. The recommended value of significance is  $\leq 0,05$ . For Test F, if the probability significance of Test F is less than 0.05 (5%), then the conclusion is significant.

### 5 RESULTS

The study tested the compulsive buying model influenced by socialization with friends, family communication patterns, and mass media. The survey using questionnaires was distributed to 200 students in Yogyakarta and South Sumatera, but the data collected was only 192 people. The results of the study are described below:

#### 5.1 The Goodness of Fit-test Results ( $R^2$ )

The goodness of fit test is shown by the value of  $R^2$  (coefficient of determination). The result of data analysis shows that the value of  $R^2$  is equal to 0,652. The result of this  $R^2$  test shows that goodness of fit is good because it is close to value 1. This shows that the regression model can explain the existing data. Test results  $R^2$  can be seen in Table 1 below.

Table 1. Test results of coefficient determination ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.808	.652	.628	.038121

Predictors: (Constant), socialization (X1), family communication patterns (X2), mass media (X3).

#### 5.2 F test or Variance Test

A variance test to determine the best regression line is often called the F-test. F test can also be seen from the significance value of F obtained from data

processing regression. A good F test can be seen from the significance value of  $F \leq 0.05$ . F test results are shown in table 2. F test results show that the value of  $\text{sig} = 0.000$  or  $\leq 0.05$ , so it can be concluded that the regression equation used in this test is a regression that has a linear regression line perfect.

Table 2. F test results ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23.161	4	3.860	26.563	.000a
Residual	12.352	185	.145		
Total	35.513	191			

- a. Dependent Variable: Compulsive buying
- b. Predictors: (Constant), socialization (X1), family communication patterns (X2), mass media (X3).

### 5.3 The Significance Test of Regression

Regression test results showed that socialization of friends (X1), family communication patterns (X2), and mass media (X3) have a significant influence on compulsive buying. These results are indicated with a significance value of  $\leq 0.05$ . The regression equation obtained is as follows:

$$Y = 3,468 + 0,431X1 + 0,326X2 + 0,440X3 + e$$

Table 3. Multiple Linear Regression results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	3.468	.696		4.981	.000
Socialization (X1)	0.431	.090	.343	4.773	.000
Family communication patterns (X2)	0.326	.085	.276	3.864	.000
Mass media (X3)	0.440	.084	.355	5.220	.000

R Square = 0.652  
 Multiple R = 0.808  
 F test = 26.563  
 Sig F = 0.000  
 Dependend variable: compulsive buying.

This study aims to analyze and test the socialization of friends, family relationship patterns, and mass media against compulsive buying in students in Yogyakarta and South Sumatera. By taking drug purchase settings among students, the results of data analysis show that the model is acceptable. Socialization of friends, family relationship patterns, and mass media have a significant influence on compulsive buying. Judging from the value of the beta coefficient, then the

influence of mass media has the greatest influence on compulsive buying, which is equal to 35.5%.

## REFERENCES

Arnett, J.J., 1995. Broad and narrow socialization: The family in the context of cultural theory. *Journal of Marriage and the Family*, 57: 617-628.

Assael, H (1998), *Consumer Behaviour and Marketing Action*.6th Edition. Ohio: South-Western College Publishing.

Bearden, W.O., &Etzel, M.J. 1982. Reference group influence on product and brand purchase decisions.*Journal of Consumer Research*, 9: 183-194.

Biagi, S (2001), *Media/Impact an introduction to mass media*, Wadsworth, Thomson Learning.

Churchill, G.A., &Moschis, G.P., 1979. Television and interpersonal influences on adolescent consumer learning.*Journal of Consumer Research*, 6: 23-35.

Dittmar, H., 2005. Compulsive buying-a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors.*British Journal of Psychology*, 96: 467-491.

Dittmar, H., 2005. A new look at compulsive buying: Self discrepancies and materialistic values as predictors of compulsive buying tendency. *Journal of Social and Clinical Psychology*, 24: 832-859.

Hirschman, E.C., 1992. The consciousness of addiction: Toward a general theory of compulsive consumption. *Journal of Consumer Research*, 19: 155-179.

Krueger, D.W., 1988. On compulsive shopping and spending: A psychodynamic inquiry. *American Journal of Psychotherapy*, 42: 574-583.

Lane, B (2007). *What is Mass Media? The Changing Role of Mass Communications and the Media Industries*, Available from:[http://media\\_literacy.suite101.com/article.cfm/what\\_is\\_mass\\_media](http://media_literacy.suite101.com/article.cfm/what_is_mass_media)

Lesieur, H.R., &Heineman, M., 1988. Pathological gambling among youthful multiple substance abusers in a therapeutic community.*British Journal of Addiction*, 83: 765-771.

Lesieur, H.R., &Blume, S.B. 1991. Evaluation of patients treated for pathological gambling in a combined alcohol, substance abuse and pathological gambling treatment unit using the addiction severity index. *British Journal of Addiction*, 86 1017-1028.

Magee, 1994

Magee, A., 1994. Compulsive buying tendency as a predictor of attitudes and perceptions. *Advances in Consumer Research*, 21: 590-594.

Moore, R. L & Stephens, L. F. 1975. Some communication and demographic determinants of adolescent consumer learning. *Journal of Consumer Research*, 2, 80-92.

Moschis, G.P., & Mitchell, L.G., 1986. Television advertising and interpersonal influences on teenagers participation in family consumer decisions. *Advances in Consumer Research*, 13: 181-186.

- Moschis, G.P., & Mitchell, L.G., 1986. Television advertising and interpersonal influences on teenagers participation in family consumer decisions. *Advances in Consumer Research*, 13: 181-186.
- Moschis, G. P & Moore, R, L. 1978. Decision making among the young: A socialization perspective. *Journal of Consumer Research*, 6, 101-112.
- O'Guinn, T.C., & Faber, R.J., 1989. Compulsive buying: A phenomenological exploration. *Journal of Consumer Research*, 16: 147-157.
- O'Guinn, T.C., & Shrum, L.J., 1997. The role of television in the construction of consumer reality. *Journal of Consumer research*, 23: 278-294.
- Peterson, T., Jay W. Jensen and William L. Rivers (1965), *The Mass Media and Modern Society*, Holt, Rinehart and Winston, Inc.
- Roberts, J.A., & Jones, E., 2001. Money attitudes, credit card use, and compulsive buying among American college students. *Journal of Consumer Affairs*, 15: 213-240.
- Schiffman, L.G., & Kanuk, L.L., 2004. *Consumer Behaviour*. New Jersey: Prentice-Hall, Inc.
- Ward, S & Wackman. 1972. Children's purchase influence attempts and parental yielding. *Journal of Marketing Research*, 9, 316-319.

