# Consumptive Behavior in Makeup Product Purchases among University Students: The Role of Self-Control, Peer Conformity, and Electronic Word of Mouth

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**Abstrak:** Female university students generally have the potential to spend up to half of their monthly allowance on beauty-related products. Of this amount, approximately 30 percent may be specifically allocated to makeup needs. Excessive and need-exceeding purchasing habits of makeup products among female students can lead to financial inefficiency, thereby fostering consumptive behavior. This study employed a quantitative approach with a cross-sectional research design. The sampling technique used was non-probability sampling, specifically voluntary sampling. A total of 217 female students participated as respondents in this study. The results of the correlation analysis indicate that female students from faculties with a social science orientation, such as the Faculty of Human Ecology, the Faculty of Economics and Management, and the School of Business, tend to exhibit higher levels of consumptive behavior in purchasing makeup products. Furthermore, female students with higher monthly allowances tend to have lower levels of self-control and higher levels of consumptive behavior related to makeup purchases. The results of the influence analysis reveal that consumptive behavior in makeup product purchases among female students is significantly influenced by negative self-control and positive peer conformity. Therefore, female students are encouraged to enhance their self-control in order to avoid tendencies toward consumptive behavior.

**Keyword:** consumptive behavior, electronic word of mouth, makeup products, peer conformity; self-control

## 1. INTRODUCTION

Self-presentation plays an important role in everyday life. Attention to appearance tends to be more prominent among women, particularly female university students. This is due to the greater freedom experienced by female students in expressing themselves within the campus environment compared to when they were in school, especially in the use of cosmetics (Kusumaningrum et al., 2018), particularly facial makeup products. The *Make Up Routine 2020* survey conducted online by Nusaresearch involving 2,830 women aged 18 years and above found that the majority of makeup users in Indonesia were dominated by the 18–24 age group, accounting for 46.8 percent, while 29.4 percent of the total respondents were university students. The high demand for beauty products, especially makeup, among female students is further reinforced by personal desires to always appear attractive and appealing (Dewinda & Susilarini, 2021).

Such behavior reflects consumption patterns driven by desire rather than necessity, indicating a tendency toward consumptive behavior. This is supported by the findings of Ridhayani and Johan (2020), who reported that female university students are eight times more likely to exhibit consumptive behavior compared to male students.

The ZAP Beauty survey in 2018 involving 17,889 women showed that women aged 18–23 spent between IDR 400,000 and IDR 599,000 per month on beauty products. In 2023, a similar survey conducted by ZAP Beauty involving 9,000 Indonesian women found that 60.1 percent of respondents spent up to IDR 300,000 per month on makeup products. Meanwhile, Hartatin and Simanjuntak (2016) reported that the monthly allowance of female university students ranged from IDR 800,000 to IDR 1,000,000. This indicates that spending on makeup products may account for approximately 30–50 percent of their total monthly allowance. However,

most female students do not yet have a stable income and remain financially dependent on their parents (Mawarni et al., 2021). Excessive purchasing of makeup products poses a risk of financial waste and reinforces consumptive behavior (Kusumaningrum et al., 2018). Furthermore, Sofiana and Indrawati (2020) found that 59.22 percent of female university students exhibited consumptive behavior in makeup purchases.

Consumptive behavior is influenced by both internal and external factors. One key internal factor is self-control. Individuals with high self-control are better able to regulate their consumption behavior and avoid falling into consumptive patterns (Ulayya & Mujiasih, 2020). On the other hand, as part of late adolescence, consumptive behavior among female university students tends to be more strongly influenced by peer groups than by family (Saepuloh et al., 2024). The desire to appear attractive in order to gain peer recognition encourages female students to allocate a large portion of their financial resources to appearance-related needs (Anggreini & Mariyanti, 2014). This condition reflects the presence of peer conformity, which can lead to consumptive behavior.

In addition, *electronic word of mouth* (e-WOM) represents an external factor that encourages impulsive purchasing decisions related to makeup products. Exposure to e-WOM may prompt individuals who initially intend only to browse products on shopping platforms to proceed with purchases (Yustati, 2018). High intensity of e-WOM exposure can increase the quantity of products purchased, thereby strengthening consumptive behavior (Marlina & Lusia, 2023).

Based on the above discussion, this study aims to: (1) identify individual characteristics, self-control, peer conformity, *electronic word of mouth*, and consumptive behavior in the purchase of makeup products among female university students; (2) analyze the relationships between individual characteristics and self-control, peer conformity, *electronic word of mouth*, and consumptive behavior in makeup purchases; and (3) examine the effects of self-control, peer conformity, and *electronic word of mouth* on consumptive behavior in makeup purchases among female university students.

## 2. METHODS

### 2.1 Research Design

This study employed a quantitative research approach with a cross-sectional study design. The research was conducted within the campus environment of IPB University. The study site was selected based on the consideration that active female students at IPB University come from diverse regional backgrounds, thereby providing a representative overview of female university students in Indonesia. Data collection was carried out from March to April 2025.

### 2.2 Sampling Technique

The sampling technique employed in this study was non-probability sampling, specifically voluntary sampling. This technique was applied because respondents participated voluntarily by completing the questionnaire based on the predetermined respondent criteria. The criteria for respondents in this study were active undergraduate female students at IPB University who use makeup and have purchased makeup products at least twice per month within the past year, either occasionally or frequently. These criteria are consistent with previous research by Malipungi and Sadriani (2023), which suggests that individuals who have purchased makeup products at least twice per month can appropriately represent consumptive behavior in makeup purchasing.

The determination of the sample size in this study was based on the Hair formula, as the actual population size was not precisely known. According to Hair et

al. (2010), a representative sample size depends on the number of measurement indicators multiplied by 5 to 10. In addition, because this study employed Structural Equation Modeling (SEM) analysis, the maximum representative sample size was set at 10 times the total number of measurement indicators (Hair et al., 2017). This study consisted of 38 measurement indicators, resulting in a required sample size ranging from 190 to 380 female students. A total of 227 respondents were initially collected; however, after data cleaning and adjustment based on the respondent criteria, the final sample comprised 217 female students.

## 2.3 Types and Data Collection Techniques

The data collected in this study consisted of primary data. The primary data comprised the distribution of responses regarding makeup product purchasing behavior, respondent characteristics, the self-control variable, peer conformity variable, electronic word of mouth variable, and consumptive behavior in makeup product purchasing. These primary data were obtained through a self-administered questionnaire, in which respondents completed the questionnaire independently. The data collection technique employed in this study was an online survey, with the questionnaire distributed in the form of a Google Form. The Google Form questionnaire was disseminated through social media platforms such as WhatsApp, Instagram, and Twitter. The questionnaire was distributed via broadcast messages as well as posters containing information regarding the research objectives, respondent criteria, and a link to the Google Form.

## 2.4 Variables and Measurement

The self-control variable in this study was measured using an instrument modified from the Brief Self-Control Scale (BSCS) developed by Tangney et al. (2004) and consisted of 13 indicators. The peer conformity variable was measured using an instrument modified from Sidarsi (2023) and comprised three indicators. The electronic word of mouth variable was measured using an instrument modified from Xiao et al. (2016) and consisted of six indicators. Finally, the consumptive behavior in makeup product purchasing variable was measured using an instrument adopted from Sumartono's (2002) theory, as presented by Putra et al. (2019), and modified to align with the objectives of this study; this variable consisted of 16 indicators. All instruments used in this study were unidimensional. The details of the variables, operational definitions, and indicators are presented in Table 1.

Table 1. Variables, Operational Definitions, and Indicators

| Variables | Operational Definitions | Indicators |
|---|---|---|
| Self-Control (Tangney et al., 2004) | The ability to delay gratification, restrain oneself from engaging in undesirable actions or habits, and consider the consequences of an action before performing it. | 1. Ability to resist various temptations effectively (KD1)<br>2. Inability to stop bad habits (KD2)<br>3. Tendency toward laziness (KD3)<br>4. Inability to control one's speech (KD4)<br>5. Tendency to follow harmful behaviors (KD5)<br>6. Desire to improve self-discipline (KD6)<br>7. Inability to balance pleasure with work (KD7)<br>8. Difficulty in maintaining concentration (KD8)<br>9. Ability to work effectively toward achieving long-term goals (KD9)<br>10. Difficulty in controlling harmful behaviors (KD10)<br>11. Acting without careful consideration (KD11) |

| Variables | Operational Definitions | Indicators |
|---|---|---|
| | | 12. Ability to resist behaviors that may be self-damaging (KD12) |
| | | 13. Others' perceptions of one's level of self-discipline (KD13 |
| Peer Conformity (Sidarsi, 2023) | The tendency of individuals to conform to the attitudes, behaviors, and decisions of their peers. | 1. Tendency to try makeup products recommended by friends during social gatherings (KTS1)<br>2. Engaging in discussions with friends before purchasing certain makeup products (KTS2)<br>3. Peer support in facilitating decision-making when selecting makeup products (KTS3) |
| *Electronic Word of Mouth* (Xiao et al., 2016) | The tendency of individuals to read, access, and trust online product reviews provided by other consumers. | 1. Reading online reviews to identify high-quality makeup products (EW1)<br>2. Confirming the appropriateness of makeup products to be purchased through online product reviews (EW2)<br>3. Relying on online product reviews as a consultation source when selecting makeup products (EW3)<br>4. Collecting reviews from other consumers before purchasing makeup products (EW4)<br>5. Feeling concerned when not reading online reviews before purchasing makeup products (EW5)<br>6. Feeling confident after reading online reviews before purchasing makeup products (EW6) |
| Consumptive Behavior (Putra et al., 2019) | The tendency of individuals to purchase goods or products driven by emotional impulses, social trends, and the fulfillment of desires rather than functional needs. | 1. Purchasing due to the availability of bonuses (PK1)<br>2. Purchasing due to discounts (PK2)<br>3. Purchasing because of neat and attractive packaging (PK3)<br>4. Purchasing because the product is cute and unique (PK4)<br>5. Purchasing to enhance personal appearance (PK5)<br>6. Purchasing branded and expensive products to avoid being perceived as outdated (PK6)<br>7. Purchasing without considering the product's utility or functional benefits (PK7)<br>8. Prioritizing quality, product excellence, and brand in purchasing decisions (PK8)<br>9. Belief that imported, branded, and expensive products guarantee quality and consumer satisfaction (PK9)<br>10. Purchasing less useful products because they are considered trendy by others (PK10)<br>11. Purchasing products endorsed by a favored celebrity (PK11)<br>12. Belief that products endorsed by a favored celebrity are flagship or superior products (PK12)<br>13. High self-confidence when using expensive products (PK13) |

| Variables | Operational Definitions | Indicators |
|---|---|---|
| | | 14. Increased self-confidence when purchasing and using expensive, branded products (PK14) |
| | | 15. Purchasing the same type of product from different brands even when the previous product has not been fully used (PK15) |
| | | 16. Purchasing and using a single type of makeup product from more than two different brands (PK16) |

All instruments used to measure the variables in this study employed a Likert scale with five modified response options: a score of 1 for "Strongly not consistent with me", 2 for "Not consistent with me", 3 for "Moderately consistent with me", 4 for "Consistent with me", and 5 for "Strongly consistent with me". Prior to being distributed to the research subjects, the compiled research instruments were first subjected to a pilot test, which included validity and reliability testing. One method used to test validity was the product–moment correlation (Pearson correlation) conducted using IBM SPSS (Yusup, 2018). An instrument was considered valid if the Pearson correlation coefficient was positive and the significance value (sig. 2-tailed) was less than 0.05 (Said et al., 2023). Furthermore, Said et al. (2023) stated that in reliability testing, the overall instrument can be considered sufficiently reliable if the Cronbach's alpha coefficient is ≥ 0.6.

## 2.5 Data Processing and Analysis

The data processing in this study was conducted through several stages, including editing, coding, data entry, data cleaning, scoring, and data interpretation. Subsequently, the scores were transformed into index values by converting the total scores into a scale ranging from 0 to 100. After obtaining index values for each variable, the indices were classified into categories based on predetermined cut-off points. For the self-control variable, the cut-off points proposed by Sunarti et al. (2005) were applied, namely low (<60), moderate (60–79), and high (≥80). Meanwhile, the peer conformity, electronic word of mouth, and consumptive behavior in makeup product purchasing variables were categorized using cut-off points based on Puspitawati and Herawati (2018), namely low (≤33.3), moderate (33.4–66.7), and high (>66.7). The collected data were processed using Microsoft Excel 2016, IBM Statistical Package for the Social Sciences (SPSS) 25 for Windows, and SmartPLS 3.

The research data were analyzed using three stages of analysis: descriptive analysis, correlation analysis, and Structural Equation Modeling (SEM). Descriptive analysis was conducted using IBM SPSS 25 for Windows to identify frequencies, percentages, means, standard deviations, minimum values, and maximum values of individual characteristics, self-control, peer conformity, electronic word of mouth, and consumptive behavior in makeup product purchasing. Furthermore, the total scores that had been transformed into index values (0–100) for each variable were used to examine the distribution of respondents across the low, moderate, and high categories.

Correlation analysis was performed using Pearson and Spearman correlation tests with IBM SPSS 25 for Windows to examine the relationships between individual characteristics and self-control, peer conformity, electronic word of mouth, and consumptive behavior in makeup product purchasing. Several individual characteristics were dummy-coded or categorized into two groups (0 and 1), including faculty (non-social sciences = 0; social sciences = 1), region of origin (Java Island = 0; outside Java Island = 1), and place of residence (living with parents = 0; living in a

boarding house = 1). The non-social science faculties included FAPERTA, FPIK, FAPET, FAHUTAN, FATETA, FMIPA, SKHB, FK, and SSMI, while the social science faculties comprised FEM, FEMA, and SB.

Hypothesis testing was conducted using Structural Equation Modeling (SEM) with the assistance of SmartPLS 3 to examine the effects of self-control, peer conformity, and electronic word of mouth on consumptive behavior in makeup product purchasing. This study employed the SEM-PLS approach because it allows researchers to address both regressive and dimensional research questions, including the measurement of latent construct dimensions (Ginting, 2009). This approach aligns with the research objective of analyzing the effects of self-control and peer conformity on consumptive behavior in makeup product purchasing. The hybrid SEM model is presented in Figure 1.
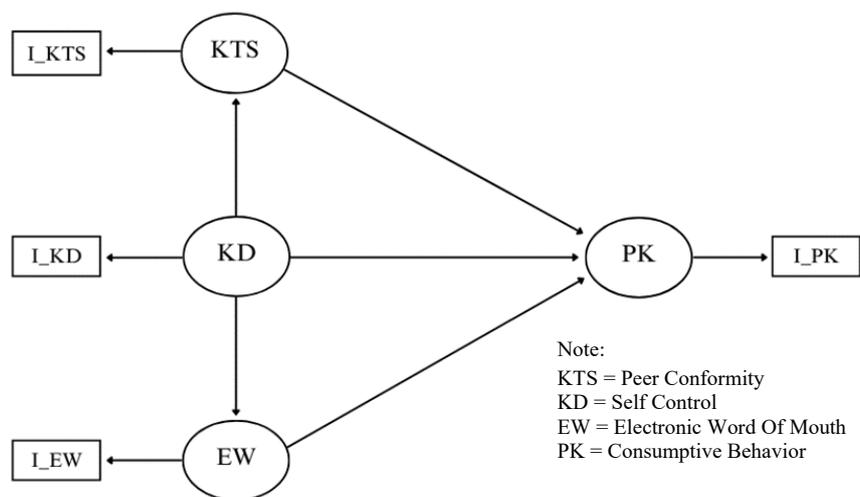


Note:
KTS = Peer Conformity
KD = Self Control
EW = Electronic Word Of Mouth
PK = Consumptive Behavior

Figure 1. Hybrid SEM Model

Based on the hybrid SEM model presented above, the research hypotheses are formulated as follows:
H1: Self-control has a significant negative effect on peer conformity
H2: Self-control has a significant negative effect on electronic word of mouth.
H3: Self-control has a significant negative effect on consumptive behavior in makeup product purchasing.
H4: Peer conformity has a significant positive effect on consumptive behavior in makeup product purchasing.
H5: Electronic word of mouth has a significant positive effect on consumptive behavior in makeup product purchasing

## 3. RESULT

### 3.1 Respondent Characteristics

A total of 217 undergraduate female students from IPB University were included in this study. The respondents' characteristics were examined based on age, faculty, year of entry, region of origin, place of residence, and monthly allowance. The results indicate that more than one-third of the respondents were 21 years old (34.6%), and the largest proportion of respondents came from the Faculty of Human Ecology (FEMA) (14.3%). Half of the total respondents belonged to the 2021 cohort (50.2%). More than half of the respondents (84.8%) originated from Java Island, while the remainder came from Sumatra, Kalimantan, Sulawesi, and the Nusa Tenggara Islands.

In addition, the majority of respondents chose to live in boarding houses (68.2%) rather than with their parents (31.8%) during their daily lives as university students. Furthermore, the most common range of monthly allowance among respondents was IDR 1,000,000–1,500,000 (33.2%).

## 3.2 Makeup Product Purchasing Behavior

Questions regarding makeup product purchasing behavior covered monthly expenditure on makeup products, frequency of purchases per month, the highest purchase frequency ever made within a one-month period, types of makeup products frequently purchased, types of makeup products owned in more than one unit, the primary reasons for using makeup, and the frequency of going without makeup in a week. The distribution of responses related to makeup product purchasing behavior is presented in Table 2.

Table 2. Makeup Product Purchasing Behavior

| Purchasing Behavior | Frequency (n) | Percentage (%) |
|---|---|---|
| **Monthly Expenditure on Makeup Products** | | |
| ≤ Rp100.000 | 39 | 18.0 |
| Rp100.001 – Rp300.000 | 149 | 68.7 |
| ≥ Rp300.001 | 29 | 13.3 |
| **Purchase Frequency per Month** | | |
| 1 time | 72 | 33.2 |
| 2 times | 115 | 53.0 |
| 3 times | 25 | 11.5 |
| 4 times | 3 | 1.4 |
| More than 5 times | 2 | 0.9 |
| **Highest Purchase Frequency Within One Month** | | |
| 2 times | 42 | 19.4 |
| 3 times | 73 | 33.6 |
| 4 times | 45 | 20.7 |
| 5 times | 24 | 11.1 |
| More than 5 times | 33 | 15.2 |
| **Types of Makeup Products Frequently Purchased** | | |
| Lipstick | 100 | 46.1 |
| Liptint | 164 | 75.6 |
| Lipgloss | 60 | 27.6 |
| Lipcream | 2 | 0.9 |
| Lipliner | 1 | 0.5 |
| Eyeshadow | 18 | 8.3 |
| Eyeliner | 35 | 16.1 |
| Mascara | 57 | 26.3 |
| Eyebrow Pencil | 68 | 31.3 |
| Blush on | 77 | 35.5 |
| Powder | 92 | 42.4 |
| Cushion | 94 | 43.3 |
| Foundation | 34 | 15.7 |
| Concealer | 42 | 19.4 |
| Skintint | 4 | 1.8 |
| Setting spray | 4 | 1.8 |
| **Types of Makeup Products Owned in More Than One Unit*** | | |
| None | 1 | 0.5 |
| Lipstick | 127 | 58.0 |
| Liptint | 162 | 74.7 |
| Lipgloss | 62 | 28.6 |
| Lipcream | 2 | 0.9 |
| Eyeshadow | 59 | 27.2 |
| Eyeliner | 49 | 22.6 |

| Purchasing Behavior | Frequency (n) | Percentage (%) |
|---|---|---|
| Mascara | 68 | 31.3 |
| Eyebrow Pencil | 50 | 23.0 |
| Blush on | 98 | 45.2 |
| Powder | 82 | 37.8 |
| Cushion | 74 | 34.1 |
| Foundation | 37 | 17.1 |
| Concealer | 39 | 18.0 |
| Setting spray | 1 | 0.5 |
| **Primary Reasons for Using Makeup** | | |
| To cover up skin imperfections | 45 | 20.7 |
| To enhance appearance | 82 | 37.8 |
| To boost self-confidence | 86 | 39.7 |
| To attract the attention of the opposite sex | 2 | 0.9 |
| Without a strong reason | 2 | 0.9 |
| **Frequency of Going Without Makeup in One Week** | | |
| Never | 8 | 3.7 |
| 1 day | 20 | 9.2 |
| 2 day | 98 | 45.2 |
| 3 day | 54 | 24.9 |
| 4 day | 14 | 6.4 |
| 5 day | 13 | 6.0 |
| > 5 day | 10 | 4.6 |

Note: Respondents could select more than one option

The results from the collected data show that more than half of the respondents (68.7%) spend between IDR 100,001 and IDR 300,000 on makeup products each month. The majority of respondents (53.0%) purchase makeup products twice a month, although a notable portion (13.8%) purchase makeup products more than twice a month. Additionally, the most frequent purchase occurrence reported was three times a month (33.6%), while some respondents (15.2%) reported a highest purchase frequency of more than five times within the same month. Furthermore, the top three most frequently purchased makeup products were liptint (75.6%), lipstick (46.1%), and cushion (43.3%). Similarly, the types of makeup products owned in multiple units closely aligned with frequently purchased items, with liptint (74.7%) and lipstick (58.0%) being the most common. Regarding the primary reasons for wearing makeup, the largest percentage of respondents (39.7%) indicated it was to boost self-confidence. Finally, nearly half of the respondents (45.2%) reported that they chose to go without makeup for two days within a one-week period.

### 3.3 Self-Control

The distribution of respondents shown in Table 3 indicates that more than half of the respondents (59.4%) have **low self-control**. This suggests that the majority of the female students have not yet fully developed the ability to regulate their behavior and personal actions wisely. The categorization of the index scores was based on the cut-off points established by Sunarti et al. (2005).

Table 3. Distribution of Respondents Based on Self-Control Categories

| Category | Frequency(n) | Persentage% |
|---|---|---|
| Low (<60) | 129 | 59.4 |
| Moderate (60–79) | 80 | 36.9 |
| High (≥80) | 8 | 3.7 |
| Min – Max | 25.00 – 92.31 | |
| Mean ± SD | 57.32 ± 12.88 | |

### 3.4 Peer Conformity

Peer conformity can be simply defined as the behavior of following or imitating peers of the same age group. Based on Table 4, more than half of the study respondents, who are female university students, fall into the high category of peer conformity (58.5%). Twelve percent of the respondents achieved a perfect score of 100, indicating that approximately one in ten female students exhibited a very high level of peer conformity. However, 0.9% of respondents scored very low (0.00), demonstrating that some participants did not show any conformity to their peers at all. Therefore, it can be inferred that the female students in this study tend to adjust their attitudes, behaviors, and decision-making by referring to their peers of the same age.

Table 4. Distribution of Respondents Based on Peer Conformity Categories

| Category | Frequency (n) | Percentage (%) |
|---|---|---|
| Low (≤33,3) | 18 | 8.3 |
| Moderate (33,4–66,7) | 72 | 33.2 |
| High (>66,7) | 127 | 58.5 |
| Min – Max | 0.00 – 100.00 | |
| Mean ± SD | 70.28 ± 21.89 | |

### 3.5 Electronic Word of Mouth

Electronic word of mouth, or e-WOM, refers to online opinions or reviews about consumers' experiences in purchasing or using a product. Based on Table 5, it was found that electronic word of mouth among female university students falls into the high category (85.3%). Additionally, 19 percent of respondents achieved a perfect score (100). This means that nearly one in five female students are highly exposed to information, reviews, and product recommendations about makeup online. Therefore, the female students demonstrate a strong habit of accessing, searching for, and trusting online product reviews, especially those related to makeup products.

Table 5. Distribution of Respondents Based on Electronic Word of Mouth Categories

| Category | Frequency (n) | Percentage (%) |
|---|---|---|
| Moderate (33,4–66,7) | 32 | 14.7 |
| High (>66,7) | 185 | 85.3 |
| Min – Max | 37.50 – 100.00 | |
| Mean ± SD | 83.44 ± 13.74 | |

### 3.6 Consumptive Behavior in Makeup Product Purchases

Based on Table 6, it was found that the majority of female students in this study exhibited a moderate level of consumptive behavior (75.1%). Additionally, 7.8% of the students showed a high level of consumptive behavior. Therefore, the female students in this study demonstrate a notable tendency toward consumptive purchasing habits of makeup products.

Table 6. Distribution of Respondents Based on Consumptive Behavior Categories

| Category | Frequency (n) | Percentage (%) |
|---|---|---|
| Low (≤33,3) | 37 | 17.1 |
| Moderate (33,4–66,7) | 163 | 75.1 |
| High (>66,7) | 17 | 7.8 |
| Min – Max | 14.06 – 92.19 | |
| Mean ± SD | 45.76 ± 13.48 | |

### 3.7 The Relationship Between Individual Characteristics and Self-Control, Peer Conformity, Electronic Word of Mouth, and Consumptive Behavior in Makeup Product Purchases

he results of the correlation analysis between individual characteristics and the variables of self-control, peer conformity, electronic word of mouth, and consumptive behavior in makeup product purchases are presented in Table 7. Students from social science faculties, such as the Faculty of Economics and Management (FEM), Faculty of Human Ecology (FEMA), and Business School (SB), showed a significant positive correlation with consumptive behavior (r = 0.288**, p < 0.01). This indicates that female students from social science faculties tend to exhibit higher consumptive behavior in makeup product purchases compared to those from non-social science faculties.

Furthermore, monthly allowance among female students in this study demonstrated a significant negative correlation with self-control (r = -0.156*, p < 0.05). This suggests that the lower the monthly allowance received by the students, the higher their tendency to exhibit self-control. On the other hand, monthly allowance also showed a significant positive correlation with consumptive behavior, particularly in makeup product purchases (r = 0.332**, p < 0.01). This means that the higher the monthly allowance a student has, the greater their tendency to engage in consumptive purchasing of makeup products.

Table 7. Correlation Coefficients of Female Students' Characteristics with Self-Control, Peer Conformity, Electronic Word of Mouth, and Consumptive Behavior

| Students' Characteristics | Self-Control | Peer Conformity | *Electronic Word of Mouth* | Perilaku Konsumtif |
|---|---|---|---|---|
| Age (years) | 0.092 | 0.011 | -0.117 | -0.076 |
| Faculty (non-social = 0, social = 1) | -0.024 | -0.026 | 0.056 | 0.288** |
| Year of Study (cohort level) | -0.018 | 0.080 | -0.043 | -0.027 |
| Origin (Java Island = 0, outside Java = 1) | -0.059 | -0.016 | -0.062 | 0.016 |
| Residence (with parents = 0, boarding = 1) | -0.032 | 0.022 | -0.045 | -0.022 |
| Monthly Allowance (range) | -0.156* | 0.097 | 0.025 | 0.332** |

Notes: *Significant at p < 0.05 (2-tailed); **Significant at p < 0.01 (2-tailed)

### 3.8 Test Results of Influence

The influence analysis in this study was conducted using Structural Equation Modeling (SEM) analysis with SmartPLS software. The SEM analysis procedure in this study consisted of two stages: outer model analysis and inner model analysis. The final SEM model is presented in Figure 2.
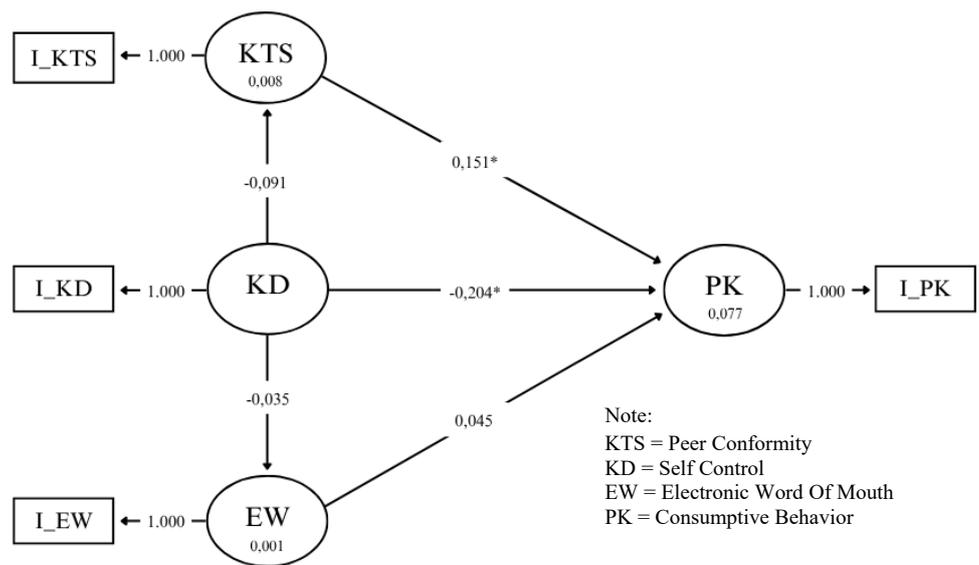
Figure 2. Final Structural Equation Modeling (SEM) Analysis Model

Based on Figure 2, the final SEM analysis model shows the loading factor values according to the indicators, which represent index scores, as well as the path coefficients. Additionally, it was found that consumptive behavior has an Adjusted R Square value of 0.064. Based on these findings, it can be concluded that consumptive behavior, particularly in makeup product purchases, is explained by the variables of self-control, peer conformity, and electronic word of mouth by 6.4%, while the remaining 93.6% is influenced by other variables outside the ones examined in this SEM model. Furthermore, the Goodness of Fit (GOF) value of the model is 0.065, indicating that this model falls into the poor fit category. However, the research model has a Standardized Root Mean Square Residual (SRMR) value in the good fit category (0.08), with the criterion SRMR ≤ 0.08, thus the model can be considered sufficiently strong.

Hypothesis testing in this study was reviewed based on the structural model (inner model) calculations with the assistance of the bootstrapping procedure to assess the significance of the direct effects between variables. A direct effect is considered significant if the t-value > 1.96 and the p-value < 0.05. The estimation results of the direct effects in the SEM model are presented in Table 8.

Table 8. Estimation Results of Direct Effects in the SEM Model

| Path | Path Coefficient (ß) | t-value | Significance | Conclusion |
|---|---|---|---|---|
| Self-Control → Peer Conformity | -0.091 | 1.225 | Not Significant | H1 Rejected |
| Self-Control → Electronic Word of Mouth | -0.035 | 0.547 | Not Significant | H2 Rejected |
| Self-Control → Consumptive Behavior | -0.204* | 3.355 | Significant | H3 Accepted |
| Peer Conformity → Consumptive Behavior | 0.151* | 2.448 | Significant | H4 Accepted |
| Electronic Word of Mouth → Consumptive Behavior | 0.045 | 0.629 | Not Significant | H5 Rejected |

Notes: *) Significant at p-value < 0.05

Based on Table 8, the self-control variable has a significant negative effect on consumptive behavior in makeup product purchases (t-value > 1.96 and p-value < 0.05). Thus, the lower the self-control of the female students, the higher the likelihood that they will engage in consumptive behavior, particularly in purchasing makeup products. Therefore, hypothesis H3 is accepted. Additionally, the peer conformity

variable also has a significant positive effect on consumptive behavior in makeup product purchases (t-value > 1.96 and p-value < 0.05). This means that the higher the level of peer conformity among female students, the greater their tendency to engage in consumptive purchasing of makeup products. Consequently, hypothesis H4 is accepted.

## 4. DISCUSSION

The analysis results on the self-control of female students indicate that the respondents have low self-control. A low category means that respondents are still unable to regulate actions or behaviors that may be detrimental to themselves, such as lacking self-discipline, prioritizing immediate gratification, and having difficulty maintaining concentration. Students with low self-control often find it challenging to find solutions to the problems they face, thus tending to choose the easiest or quickest way out, even if it is not the best (Merinda & Arisandy, 2023).

Next, the analysis of peer conformity among female students shows that respondents fall into the high peer conformity category. A high peer conformity category means respondents tend to consider the opinions or suggestions of their peers when making decisions regarding attitudes or behaviors. As individuals in the transitional period toward adulthood, students begin to develop independence from their parents and tend to spend more time with peers who share similarities in certain aspects (Rachmaningtyas & Khoirunnisa, 2022). Therefore, female students often take into account the opinions and advice of their peers when making decisions. This is supported by the study of Hapasari & Primastuti (2014), which found that support in the form of direct assistance or advice from peers increases students' confidence and assurance in making decisions and taking actions in their lives. This aligns with the findings of this study, where the majority of respondents agreed that peer support helped ease their decision-making, especially when choosing makeup products.

Furthermore, the analysis of electronic word of mouth (e-WOM) exposure among female students indicates a high level of exposure. A high e-WOM category reflects the intensity of reading, accessing, and trusting online reviews shared by other consumers, particularly regarding makeup products. Online reviews may include text reviews, photo reviews, secondary reviews, and video reviews that provide in-depth information about consumer experiences with a product or sale (Altab et al., 2022). Additionally, previous research by Hidayati (2018) showed that women tend to value others' opinions and advice, which leads them to seek various sources or information before deciding to purchase a product. Consequently, women tend to read online consumer reviews more frequently and intensively than men.

On the other hand, the results show that consumptive behavior in purchasing makeup products among respondents falls into the moderate category. This indicates that female students have begun to be selective in purchasing makeup products, although there is still a tendency to follow momentary desires in certain situations. Moreover, the moderate category of consumptive behavior suggests that the students are neither highly consumptive nor fully rational in their purchasing decisions regarding makeup products. Previous research by Devya (2014) found that teenage girls and female students with moderate consumptive behavior desire various makeup products but, due to financial limitations, only purchase products that fit their financial capability.

Correlation analysis results show a significant negative relationship between monthly allowance and self-control, consistent with the findings of Lutfiah et al. (2015), who explained that a just-sufficient allowance encourages female students to manage their money wisely. Furthermore, a significant positive relationship was found between social science faculties and consumptive behavior, particularly in makeup product purchases. Therefore, female students from social science faculties such as the

Faculty of Human Ecology, Faculty of Economics and Management, and Business School tend to exhibit higher consumptive behavior compared to those from non-social science faculties. Lastly, a significant positive relationship was found between monthly allowance and consumptive behavior in makeup product purchases. This aligns with Maimunah & Suryanti (2024), who found that female students with higher allowances are more easily tempted to overspend, leading to purchasing non-priority items.

The influence test results show that self-control has a negative but insignificant effect on peer conformity. This finding aligns with Laursen & Faur (2022), who found that peer conformity is more often influenced by social acceptance, the desire to be popular, social impression, group beliefs, and self-concept. Adolescents with low self-concept clarity are more vulnerable to peer influence compared to those with high self-concept clarity (Levey et al., 2019). Additionally, self-control has a negative but insignificant effect on electronic word of mouth. This is consistent with Vijay et al. (2017), who stated that trust in online product reviews is more often influenced by information credibility, argument quality, review quantity, and source credibility. Social media influencers are one of the trusted sources of electronic word of mouth, representing source credibility. Sharma et al. (2024) also found that influencer credibility positively correlates with young consumers' likelihood of purchasing products reviewed by influencers.

Next, self-control has a significant negative effect on consumptive behavior in makeup product purchases. This aligns with Haryana (2020), who found that self-control negatively and significantly affects consumptive behavior. Supported by Sudarisman (2019), individuals with high self-control tend to manage their spending wisely, focus on needs rather than wants, are not easily tempted by large discounts, are confident in their appearance, and use money efficiently for more beneficial purposes.

Conversely, peer conformity has a significant positive effect on consumptive behavior in makeup product purchases. This finding supports previous research by Mulindra & Ariani (2023), which found peer conformity influences consumptive behavior. It is also supported by Yuliantari & Herdiyanto (2015), who showed that adolescents, especially girls, are often driven to consumptive behavior because they want to appear similar to their peers and feel accepted within their social circles.

Finally, electronic word of mouth has a positive but insignificant effect on consumptive behavior in makeup product purchases. This contradicts Marlina & Lusia (2023), who stated that electronic word of mouth significantly influences online shopping consumptive behavior. Despite the high level of e-WOM exposure among female students, they do not fully trust every makeup product review they encounter. Similarly, female students tend to assess the credibility of online information by repeatedly cross-checking the same reviews from various sources, believing that if the information appears on multiple websites, it is more likely to be trustworthy (Khosrowjerdi & Sundqvist, 2017).

## 4.1 Limitations

This study has several limitations that should be considered when interpreting the results. First, data collection was conducted using self-administered questionnaires, which may lead to limitations in respondents' understanding of the statements or responses that do not fully reflect their actual conditions. Second, this study employed a cross-sectional design and non-probability sampling technique (voluntary sampling), which limits the ability to explain causal relationships between variables in depth and may introduce respondent bias.

Additionally, the relatively low Adjusted R Square value and the low Goodness of Fit of the model indicate that the variables of self-control, peer conformity, and electronic word of mouth only explain a small portion of the variation in consumptive

behavior in makeup product purchases. This suggests the presence of other factors outside the scope of this study, such as financial literacy, social media influence, lifestyle, and other psychological factors, which were not examined in this research.

## 5. Conclusion and Suggestions

This study reveals various demographic characteristics and consumptive behaviors of female students at IPB University in purchasing makeup products. The majority of students receive a monthly allowance of IDR 1,000,000 – 1,500,000, with a budget allocation ranging from 7% to 30% specifically for makeup needs. The students also have a high habit of wearing makeup, mainly to boost self-confidence. The frequency of makeup product purchases is typically twice per month, with the highest frequency being three times a month. However, nearly half of the students admitted to purchasing makeup products more than three times in a month. Self-control among students falls into the low category, while peer conformity and electronic word of mouth are in the high category. Meanwhile, consumptive behavior in purchasing makeup products generally falls into the moderate category.

Correlation analysis shows that students from faculties with a social sciences focus (FEMA, FEM, and SB) tend to exhibit higher consumptive behavior in purchasing makeup products. Additionally, students with higher monthly allowances tend to have lower self-control and a higher tendency toward consumptive behavior in makeup product purchases. Furthermore, influence tests indicate that consumptive behavior in makeup product purchases is affected by self-control and peer conformity but not by electronic word of mouth.

Based on these findings, it is recommended that female students improve their self-control to avoid tendencies toward consumptive behavior, especially in makeup purchases, by practicing financial discipline such as creating monthly budgets, recording expenses using financial apps, and saving regularly. Additionally, students should reduce the tendency to follow peers in using and purchasing makeup products. It is important for students to critically evaluate advice or opinions from their social circles by considering personal needs, rather than merely seeking acceptance or conforming to group standards.

Suggestions for consumers include being wiser in purchasing makeup products by prioritizing needs over mere wants. One practical approach is to apply the "one in, one out" rule, meaning if consumers want to buy a new makeup product, they should ensure that the old product is finished or no longer usable. This rule maximizes the use of existing products and helps avoid excessive purchases.

For future researchers, it is suggested to study a broader population beyond a single university or to focus on early adult women. Researchers may also analyze other factors such as self-confidence, financial literacy, and social media, as these may contribute to students' decisions to purchase makeup products, often leading to consumptive buying.

Finally, universities are expected to play an active role in developing educational and preventive programs to help students foster healthy consumption behaviors. Such programs could include financial literacy seminars, self-development training to boost confidence without relying on appearance, and awareness campaigns about peer pressure and consumptive lifestyles through campus social media or student organization activities.

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